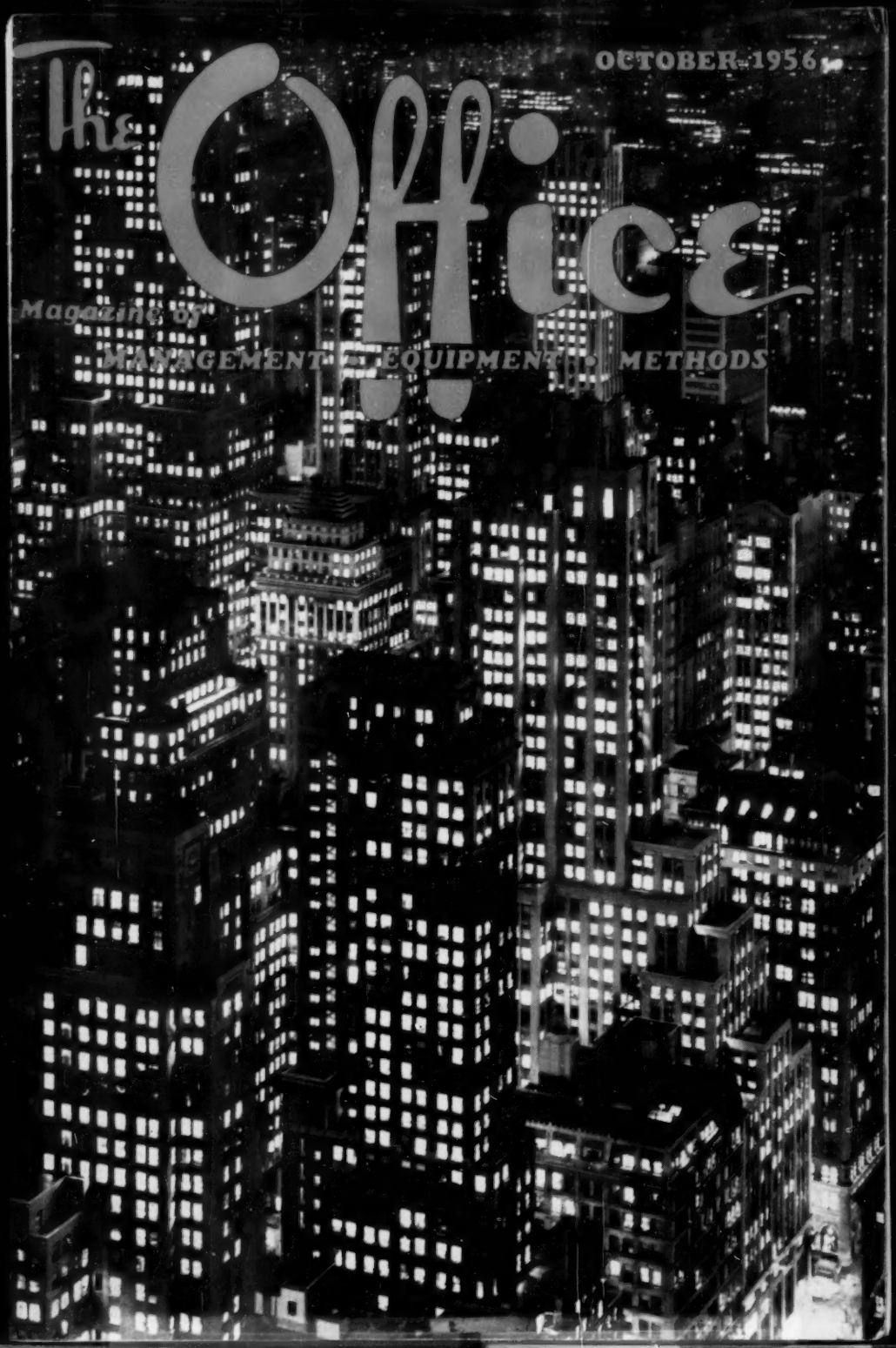

The Office
OCTOBER 1956
Magazine of
MANAGEMENT EQUIPMENT METHODS

enjoy unparalleled

EASE OF OPERATION

on the world's fastest electric

What makes the new SMITH-CORONA ELECTRIC easier to work with than any other typewriter? Three exclusive features: a keyboard *slanted* to fit natural finger movements...*more controls* located in the keyboard area than any other electric...*quietest operation* of all electrics. Seeing—and trying—is believing. Call your local Smith-Corona representative for a 10-minute demonstration.

SMITH-CORONA ELECTRIC

best business connection you ever made

For More Information Circle No. 241

THE OFFICE, Magazine of Management, Equipment, Methods. October, 1956. Vol. 44, No. 4. Published monthly by Office Publications Co., 232 Madison Ave., New York 16, N. Y. Accepted as controlled circulation publication at East Stroudsburg, Pa. Printed in U. S. A. Subscription $3 per year, $5 for 2 years, to U. S. and Possessions. Elsewhere $4 a year, $6 for 2 years. 35c a copy.

he
nost versatile,
asiest operating
amera for the
ffice, duplicator
nd offset plant

THE CONSOLIDATED
18"x22" PROCESS DARKROOM CAMERA

ee us at the National Business Show
ct. 15 thru 19 New York Coliseum
oth 224 F or visit our Consolidated
RINTERAMA at 330 West 26th Street,
ew York 1, New York

he Consolidated 18" x 22" Process Dark-
om Camera will fit every office and off-
t plant, producing negatives for duplica-
rs to offset presses, from black and white
color processes. The great demands for
lor reproductions has touched every
hase of the printed and pictorial world.
ith the Consolidated 18" x 22" Camera,
u can photograph four pages at a time,
ther form work or color prints. More and
ore offices and captive printing plants
e recognizing the importance of precision
rocess camera equipment in place of the
ried specialized, single purpose office copying machines. With a Consolidated process camera, you can reduce and enlarge, you can make fine color copy, halftone negatives, line negatives, make jumbo photos, photocopy and be a great help to your advertising, sales, printing and duplicator work. If it can be photographed, it can be done better on a Consolidated 18" x 22" Process Camera.

The ONE Camera which answers the needs efficiently for:
1. Duplicating
2. Offset negatives
3. Microfilm
4. Photo murals
5. Photostats
6. Color Reproductions
7. Color Blow-ups and many other uses.

For More Information Circle No. 386

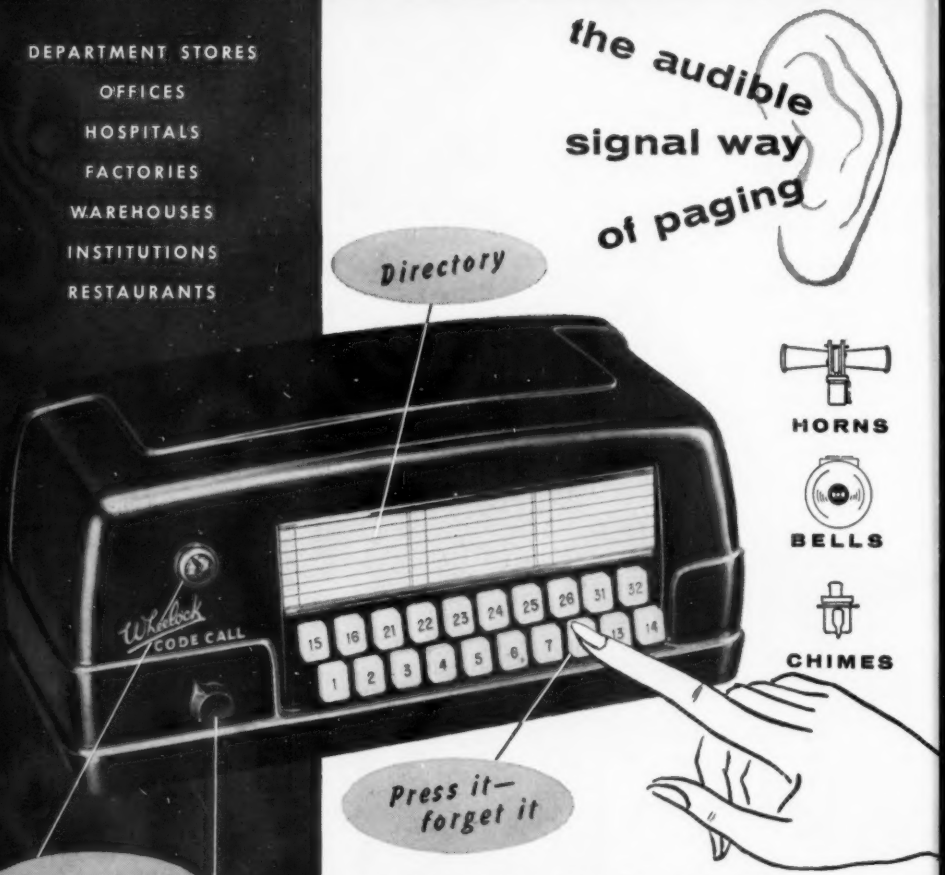
CONSOLIDATED INTERNATIONAL EQUIPMENT AND SUPPLY COMPANY

1112 N. HOMAN AVE. • CHICAGO 51, ILLINOIS • Phone BRunswick 8-4000

330 W. 26th ST. NEW YORK 1, N.Y. • 1430 VENICE BLVD. LOS ANGELES 6, CAL. • 1190 BENNINGTON ST. EAST BOSTON 28, MASS.
PHONE ALGONQUIN 5-4950 PHONE RICHMOND 8-3806 PHONE EAST BOSTON 7-2921
• 24 MARKET ST. SAN FRANCISCO 11, CAL. PHONE EXBROOK 7-1521 •

THEY CHOOSE CODE CALL

DEPARTMENT STORES
OFFICES
HOSPITALS
FACTORIES
WAREHOUSES
INSTITUTIONS
RESTAURANTS



AN INTEGRATED SYSTEM • EASIEST TO INSTALL

Just press one of the buttons and instantly a horn, bell or chime sends out a coded signal—the message for someone in another office or part of the building to pick up the nearest phone. Wheelock Code Call is the self-contained paging system that is easiest to install. And it is priced right. So enjoy the advantages of the intra-plant paging system considered most efficient by thousands of satisfied users. One of our representatives will be glad to show you how easy it is to install a CODE CALL on your premises. Write now. For More Information Circle No. 203

WRITE FOR BULLETIN 4B

Signal Engineering & Mfg. Co., has changed its name to

Wheelock SIGNALS INC.

CODE CALL W S LONG BRANCH, N. J.

24 MARKET ST. SAN FRANCISCO 11, CAL. PHONE EXBROOK 7-1521

The Office

Magazine of

MANAGEMENT • EQUIPMENT • METHODS

Trademark Reg. U.S. Pat. Off. Founded 1935.

Copyright 1956 Office Publications Co. All Rights Reserved.

Vol. 44 **October, 1956** **No. 4**

Inhibitions Slow Your Progress.....*B. W. Elsom* 7
Just How Good Is a Good Stenographer?.....*H. M. Overley* 8
Mailing Invoices Earlier Cuts Payment Time in Half..... 12
Don't Pass Up Your First Big Step—to Supervisor!.....*Alfred M. Cooper* 18
Drug Wholesalers Report Increase in Clerical Productivity..... 26
National Business Show in New York..... 73
John Hancock Converts from Punched Cards to Magnetic Tape..... 79
Why Don't More Offices Use Motion Studies?.....*J. P. Lesperance* 81
9th International Systems Meeting in Philadelphia, October 22-24..... 83
Forms Analysis Can Answer Most Business Problems.....*Daniel L. Grant* 88
The Accountant and His Work in Ancient Times.....*Roy Hopkins* 93
A Machine Billing System for Radio and TV Stations.....*K. T. Murphy* 101
Fire Protection for Offices..... 106
Simple Forms You Can Make on Your Office Duplicator.....*John Hockman* 113
11th Annual Convention of Independent Forms Distributors..... 128
Premium Prepayment Cuts Office Work..... 152
All Paperwork Costs Are Controllable.....*A. C. Sipes* 226
AMA Office Conference in New York, October 15-17..... 246

New Books 33
Camera! 47
Right or Wrong in Employee Relations 121
New Products 160
Literature from the Manufacturers .. 214
News of the Office 242
News of the Industry 252
National Conference & Exhibit Calendar 271
As We See It 274

Cover photograph: New York Offices at Night by Ewing Galloway, N. Y.

WILLIAM SCHULHOF, *Publisher*

WILLIAM R. SCHULHOF, *Editor* JAMES GORMAN, *Managing Editor*

THE OFFICE is published on the first of every month by Office Publication Company, 232 Madison Avenue, New York 16, N. Y. Telephone: LExington 2-2245.
Cables: Wilhof, New York

Chicago Office: Civic Opera Building, 20 North Wacker Drive, Chicago 6, (Fred E. Zindler) ANdover 3-2668.

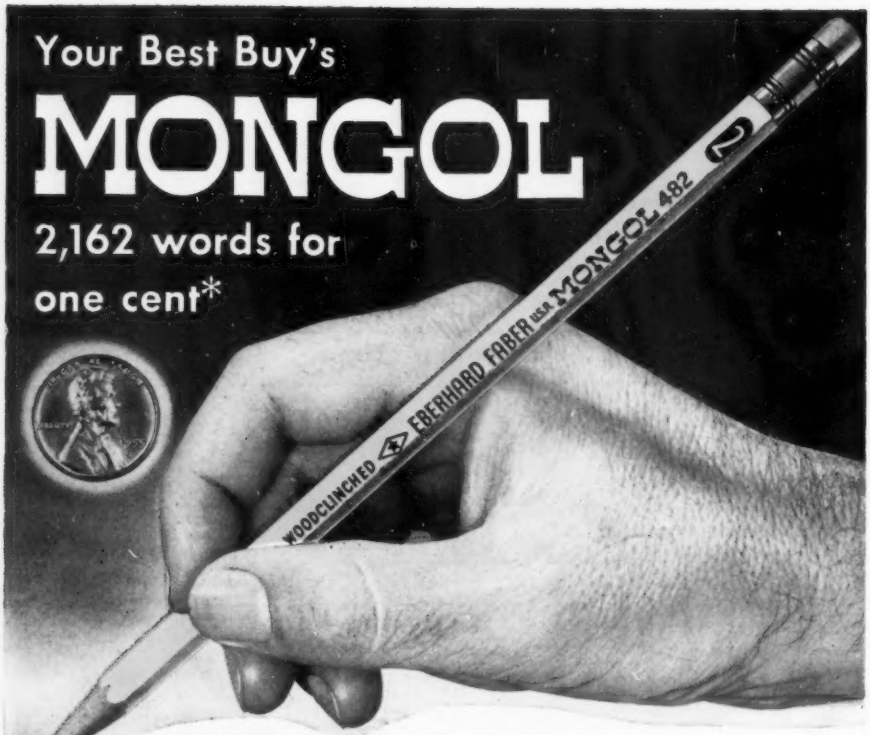
SUBSCRIPTION: One Year $3, Two Years $5, to U. S. and Possessions.
To All Other Countries, One Year $4, Two Years $6.
Also publishers of the annual export editions:
LA OFICINA and OFFICE EQUIPMENT EXPORTER

BPA

Member of
Society of Business Magazine Editors
National Business Publications, Inc.
Business Publications Audit of Circulation, Inc.

NBP

CIRCULATION OF THIS ISSUE OVER 43,000 COPIES



*In *actual writing* tests by New York Testing Laboratories, Inc., MONGOL No. 2 pencils averaged 16,230 words per pencil, which at the retail price of 7½¢ is 2,162 words per penny. Large lots mean even *more* savings.

Economy's only one reason why Mongol is America's preferred pencil! With Mongol, writing's *easier* in every way.

- *Mongol writes blacker with less bearing down*... makes writing easier.
- *Mongol needs less sharpening*... the points don't snap or crumble.

Trademarks Reg. U. S. Pat. Off.

- *Mongol erasers are "Pink Pearl" quality,* America's favorite for smoothness.
- *Mongol alone has new bull's eye degree marking* for spot identification.

Since 1849 **EBERHARD FABER** *puts its quality in writing*

NEW YORK • TORONTO

2 FOR 15¢
Slightly higher west of Rockies

TEAR OUT THIS ADVERTISEMENT—WRITE IN ON YOUR COMPANY LETTERHEAD FOR FREE SAMPLE.

For More Information Circle No. 211

Inhibitions Slow Your Progress

B. W. ELSOM
Director of Employee Services, Boston Store, Milwaukee

CERTAIN ALIBIS and mental cobwebs are apt to get into our heads concerning our progress on our jobs. Our tendency is to use them as excuses to explain why we are not getting ahead as fast as we think we should. An alibi is always a danger when it becomes a substitute for action. Most of these mental hazards are negative thinking. They are fallacies and, for the most part, they are imaginary. We would do well to sweep our minds clear of these thoughts which serve only to poison our thinking and delay constructive action:

1. Thinking that you are handicapped by lack of education. If this is true you can do something about it. There are a wealth of opportunities offered for correspondence courses, evening school classes, seminars, etc. Moping won't help. Nobody can prevent your acquiring an education if you really want one.

2. Thinking you have some physical handicap which is holding you back, such as small stature, nervousness, stuttering, etc. Don't let inferiority notions get you down. Everybody has them. Some can be overcome, the rest can be ignored. Steinmetz didn't cry the blues because he was a hunchback. He developed his brain to such dimensions that his misshapen body didn't count.

3. Thinking that you aren't appreciated by your present employer and that you would have much more chance with some other company. This sort of thinking merely leads you to jump about from one company to another in a futile search for ideal conditions. "A rolling stone gathers no moss." The place for you to show the stuff you have in you, is right where you are now.

4. Thinking that some other fellow is a favorite of the boss and that you don't get a fair break. Most thoughts of adverse discrimination are imaginary. Do better work than the other fellows and you will get recognition.

5. Thinking that you could assume bigger responsibilities if you were only paid what you are worth. The chances are that your boss would be eager to load more responsibilities on you if he were only sure you could carry it. A law of nature is that you must give before you can receive. Seeds must be planted before a crop can be harvested. If you want more money, the surest way to get it is to give a heaping measure of service for your present salary. You will get more money by doing more than you are paid to do.

If a high school graduate can take dictation at 120 words a minute . . .

BUT CAN TRANSCRIBE ONLY 22 WORDS A MINUTE . . .

Just How Good Is A Good Stenographer?

H. M. OVERLEY
Personnel Supervisor, Atlantic Refining Co., Philadelphia

GOOD STENOGRAPHERS are scarce, but there seems to be a divergence of opinion on the question of, "How good is a good stenographer?" It is my impression, based on contacts with 40 or more public secondary schools, that commercial teachers think a good stenographer is one who can "take dictation" at 120 words per minute or better. The businessman knows little about dictation rates and cares less, so long as his secretary can take dictation as rapidly as he gives it. He doesn't care whether she uses Gregg, Pitman, or even Sanskrit. He wants neat, mailable letters and he wants them in a hurry. He would like the schools to place more emphasis on accuracy and speed of *transcription*, even if some speed in taking dictation would have to be sacrificed.

Several years ago our industrial engineers made a study of the dictating habits of some of our supervisors. We tape-recorded what was said when the supervisor dictated normal business letters. The tapes and transcribed letters were analyzed and time studied. We discovered that our supervisors dictate in spurts. They dictate rather rap-

Steno's Progress

"Sixty a week!"

idly for periods ranging from 5 to 16 seconds and averaging 9 seconds. Between these spurts of dictation, they pause for intervals ranging from 3 to 10 seconds and averaging 6 seconds. Their median rate while dictating is 94.2 words per minute, equivalent to a net rate of 57.9 words per minute.

This would indicate that (in our company) an *average* stenographer should be able to take dictation at about 95 words per minute for short periods with frequent pauses. For a sustained period of about 3 minutes, she should be able to take dictation at a net rate (including pauses) of about 60 words per minute. Commercial teachers tell me that these standards are ridiculously low. To quote: "Even my poorest students can take 100 words." Again: "In our school a girl must take 120 words to pass." It's amazing how quickly these girls lose their speed. They seem to lose it on the way from the school to the office.

Based on our experience in screening thousands of applicants for stenographic positions, the goal of taking dictation at 120 words per minute is largely mythical. Our pre-employment testing includes a work sample test for stenographers. We use three letters, each about 100 words in length. The most difficult is dictated at the rate of 84 words per minute. Review of hundreds of test scores reveals that only a small fraction of experienced stenographers, and a negligible number of inexperienced high school graduates, can take this letter and transcribe it accurately.

We recently constructed an easier letter to test high school seniors. The letter is of standard reading difficulty, having a fog index of 11 on the Flesch scale, and is dictated at a net rate of 64 words per minute. During March and April of this year we administered this test to 57 senior commercial students who applied for stenographic jobs. The median transcription rate was 22 words per minute, the median number of transcription errors was 7, and the median number of typing errors was 4. Only two of the 57 letters which they typed were rated as mailable.

The dictating study mentioned above was made on a rather small sample of approximately a hundred letters and a

"Sixty-five." "Seventy." "Seventy-five!"

H. M. Overley, Atlantic Refining's personnel supervisor, dictating to stenographer Ruth Dengler.

dozen dictators. However, we feel that it is indicative and it tends to confirm our opinion that business dictation is given at much slower rates than is commonly supposed. One supervisor made notes on correspondence as he read it. He then dictated replies at a very high rate of speed. However, we found that his secretary did not take or transcribe his dictation verbatim. Indeed, she could easily have composed the replies from the supervisor's notes without dictation. Then there is the boss who doesn't want his secretary to take and transcribe his dictation verbatim. He wants her to catch and correct his errors and improve his grammar. However, the scope of this article limits us to consideration of *stenographic* skills and excludes the many other activities which are integral parts of the secretary's job.

We are developing a graded series of stenographic tests which will reflect actual dictating conditions. The letters are graded in difficulty using the factors of syllable intensity, length, difficulty (Flesch fog index) and rate of dictation. The transcribed letters are graded for rate of transcription, accuracy of transcription, typing accuracy and ap-

Doris Blank, Atlantic Refining Co. testing assistant, administering stenographic tests to Judith Judd and Barbara Huffman who graduated in June from Abraham Lincoln High School, Philadelphia.

THE SIMPLIFIED STENOGRAPHIC TEST USED BY ATLANTIC REFINING CO.

Dictating Speed: Gross, 96 w/m; Net, 64 w/m.

I am glad to answer your question about the octane rating of Atlantic gasoline.

As you know, the octane rating of a fuel is an index of its resistance to knocking in an engine.

However, there is no actual rating that will hold true at all times and under all conditions. PARAGRAPH

In the first place, there are several ways to obtain octane ratings.

The same gasoline may get a certain number using one method and a different number using another method.

Weather conditions may also make a difference.

Your car may run perfectly on a certain gasoline one day and knock on it the next day. PARAGRAPH

You may be certain that the quality of our gasoline will not be surpassed in road performance by the best products of our competitors.

I am sure that your new car will perform very satisfactorily on Atlantic gasoline.

Yours very truly,

Copyright 1956 by H. M. Overley

When 57 senior commercial high school students took this seemingly simple stenographic test last spring, only two of their letters were rated as mailable. Their median transcription rate was 22 words per minute, median number of transcription errors was 7, and the median number of typing errors was 4.

pearance. The overall objective is mailability. A typical letter from our test battery is reproduced above. We feel that these tests will give us a better measure of an applicant's readiness to step into a stenographic position. We hope to reduce training time and make training more effective by having the supervisor teach the new parts of the job rather than teach stenography—a task for which he is not especially fitted.

We believe that further research will support our conviction that the schools should stick more closely to teaching the basic stenographic skills, including accurate and rapid *transcription,* and leave specific office practices training to the supervisor. We'll settle for something less than 120 words per minute in dictation if we can get something considerably better than 22 words per minute in transcription.

Mailing Invoices Earlier Cuts Payment Time in Half

PAYMENT TIME on accounts receivable was cut in half without pressuring customers by a Houston wholesale hardware and industrial supply firm. In fact, the company won plaudits from its customers for providing quicker service on deliveries and invoicings.

Peden Iron & Steel Co., one of the Southwest's largest industrial supply houses and wholesalers, achieved these results by keeping paperwork apace with rapidly increasing sales. R. T. Hansen, office manager, said that rapid invoicing is a benefit to customers as well as the company. When the invoice arrives the same day as the shipment, the dealer-customer can price and sell the merchandise immediately. There is no need for a special inquiry via telephone, wire or mail, as was formerly common.

Payment time has been speeded by 10 days to three weeks, merely by getting invoices in the mail. The reduction in outstanding receivables is in the tens of thousands of dollars because the firm has over 5000 active accounts.

A study of Peden's sales order-invoice system was made by Ben Bradley of Wilson Stationery & Printing Co., Houston distributor for A. B. Dick Co. The old system started with the salesman writing his order with a hectograph pencil to produce a duplicating master. Theoretically, further writings could be avoided. But it didn't work that way for two reasons: (1) the master provided by salesman was not sufficiently flexible to provide all the needed copies; (2) it was impractical to route the master through various departments where information would be added because the hectograph pencil marks might smear and stain the clerks who handled the master.

A typist transcribes the salesman's handwritten order on the 7-part snap-out forms set.

So the handwritten master went to the auditing department for assignment of an invoice number and notation of the number of copies needed. The company has 14 sections in its warehouse, each identified by a code letter. One copy of the order was duplicated for each section from which merchandise was to be shipped.

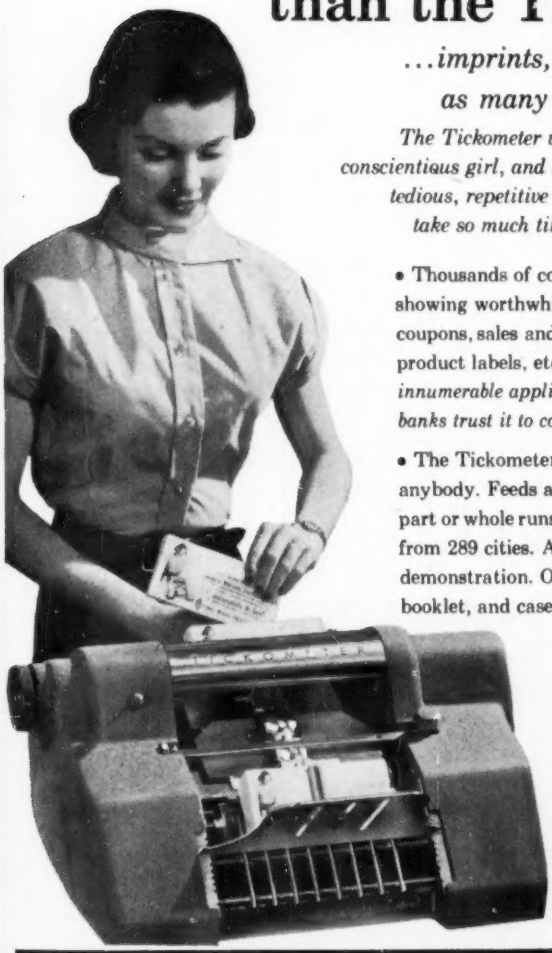
Each warehouse section sent its part of the order to the shipping department which typed delivery tickets recapping that much of the order information and adding the number of boxes, cartons, or bundles. Then the shipping department used the original order to record exactly what was shipped, and sent this master to the pricing, extending and stock record section. There it was priced and extended by hand, checked and sent to the invoicing section for retyping.

Finally, the invoice was typed—the third time that essentially the same information was copied. The company used five different invoices, depending on the order and the customer. There were 2, 6, 8, and 10-part invoice sets. If more copies were needed, a retyping and rechecking operation was necessary. Since each department had so much information to record before it could send the paperwork to the next section,

The hand is not quicker than the Tickometer—

...imprints, stamps, cancels & counts as many as 1000 pieces a minute!

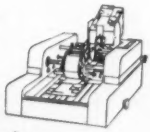
The Tickometer works eight to ten times as fast as a conscientious girl, and more accurately! It takes over those tedious, repetitive tasks of counting and marking that take so much time, eat up so much of your payroll.



• Thousands of companies are speeding procedures, showing worthwhile savings—by imprinting checks, coupons, sales and production slips, tags, tickets, product labels, etc. with the Tickometer. *It has innumerable applications. And it is so accurate that banks trust it to count currency!*

• The Tickometer is easy to set, can be used by anybody. Feeds and stacks automatically, registers part or whole runs. Sold or rented. Nationwide service, from 289 cities. Ask the nearest PB office for a demonstration. Or send the coupon for free illustrated booklet, and case studies.

New Package Imprinter



Imprints folding cartons, containers, bags—at speeds up to 7,500 an hour. Even does imprinting on envelopes and dealer literature. Sharply reduces volume and variety of carton inventories, avoids waste in preprinting. Can be used by anybody. Ask for demonstration, or send coupon below.

Pitney-Bowes

TICKOMETER

Counting & Imprinting Machine

Made by originators of the postage meter
...offices in 94 cities in U. S. and Canada

PITNEY-BOWES, INC.
3446 Walnut Street
Stamford, Conn.

☐ Send free Tickometer booklet & case studies
☐ Send free Imprinter booklet & case studies

Name_____

Address_____

See our exhibit at National Business Show, N. Y. Coliseum—Oct. 15-19

For More Information Circle No. 405

PEDEN IRON & STEEL CO.

P. O BOX 1891 CAPITOL 2-2121 HOUSTON 1, TEXAS MENTION IN ALL CORRESPONDENCE

BUY OUTS
PURCHASE ORDER NUMBER

VENDOR

RUN

COPIES

PRICED BY	EXTENDED BY

COST DEPARTMENT INFORMATION		STOCK RECORD

SOLD TO

INVOICE NO.

INVOICE DATE

PAGE NO. ____ OF ____ PAGES

DATE SHIPPED

SHIPPED TO:

F.O.B. HOUSTON	F.O.B. DEST.	PREPAID	TERMS	COLLECT: AMOUNT	OUR TRUCK	PAR. POST	EXPRESS

COMMON CARRIER

VIA:

DISCOUNT CLASS (D/C)
A—2 ½, 10 DAYS - NET 30
B—1 ½, 10 DAYS - NET 30
C—½ ½ OF 1 ½, 10 DAYS - NET 30
D—NET 30 DAYS
E—SPECIAL

DISCOUNT

ORDER DATE	SALESMAN	CUSTOMERS ORDER NO	WE WILL NOT ACCEPT GOODS RETURNED WITHOUT OUR PERMISSION

QUANTITY ORDERED	UNIT	ARTICLE	NUMBER, SIZE AND WEIGHT	QUANTITY SHIPPED	PRICE	UNIT	DISC.	EXTENSION	TOTAL	D/C

INVOICE

WE HAVE BACK ORDERED ITEMS NOT SHIPPED

ITEMS NOT SHIPPED HAVE BEEN CANCELLED

TOTAL →

there inevitably was a backlog. The invoicing section was often as much as three weeks behind shipping.

Under the new system, the salesman writes the order with an ordinary pencil or pen. Then a typist transcribes the order on a 7-part snap-out unit consisting of an Azograph master, two working copies and a 4-part delivery ticket, interleaved with one-time carbons.

The two work copies are detached from the set and sent to the order filling department. The master and delivery ticket set go directly to shipping where they wait for the filled order to catch up with them.

When the filled-order copies come to shipping, a clerk writes the quantities shipped on the master, carbonizing the delivery ticket. The four delivery tickets are separated from the master; two go with merchandise (customer signs one copy and returns to company, keeping other for his file), one goes to dispatcher for routing deliveries, and one goes to steel shop as a control copy (this copy is used only when steel is involved in order). The work copies are returned to respective departments for filing, held 60 days and destroyed, leaving only the master as a complete record. This master is sent to the stock record section and noted, then to pricing and costing where information is added in handwriting. Next it goes to extending. Finally the master is put on the duplicator and copies of the invoice are produced. When shorts appear on master, an additional copy of invoice is made on duplicator. This extra copy is sent to the salesman for disposition of shorts. Although the master is routed through at least six pairs of hands, there is no inconvenience, explained Mr. Hansen, because the Azograph master is non-staining.

Peden decided to make only two working copies of the shipping order because a survey showed that 40% of sales affected one or two departments. However, if more working copies are needed, the duplicating master is detached from the set and additional copies run. Then the master is stapled back to the set and routed as usual. There is no difficulty in adding further information to the once-used master.

Invoices get to dealers at once, elim-

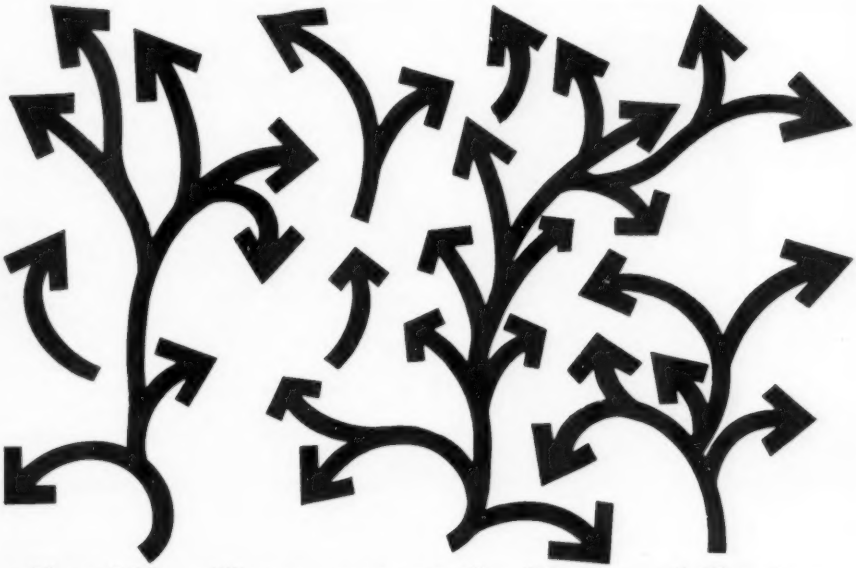
When the 7-part forms set gets to the order department, two working copies are detached for use in filling the order. The remainder of the set goes to shipping to await the filled-order copies.

From shipping, the master is sent to the stock record section and noted, then to pricing and costing where the information is added by hand.

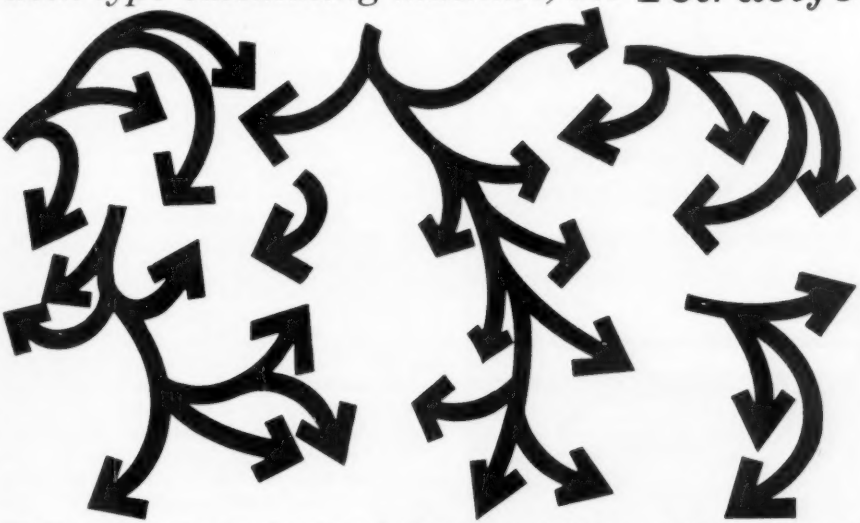
inating calls or wires. Because the merchant can price and sell merchandise sooner, he can re-order more often. Rechecking and the possibility of errors is reduced. The delivery ticket is accurate because it is a carbon copy, not a retyping. Prices need be checked just once, as they are written on the master. Formerly, there were two writings of prices, one on the sales order and one on the invoice. If customers lose an invoice, all that is necessary is to refer to the filed master and re-run the exact copy of the original. If for any reason it is necessary to go to court and produce a copy of all invoices, they can be quickly and accurately made, as many copies as are needed.

R. C. Goodson, warehouse superintendent, pointed out that no longer does he have to hold up delivering merchandise awaiting a typist to prepare a dray ticket. It will be accurate since it is a carbon copy, not a re-writing.

A Comptometer operator extends the price (left) and the master, which was part of the forms set, is finally put on a duplicator (right) to produce the invoices.



olivetti *will present, at the National Business Show on October 15, the newest, most advanced desk-type calculating machine, the* Tetractys



IF YOU ARE UNABLE TO ATTEND THE NATIONAL BUSINESS SHOW, WRITE FOR INFORMATION ON THE TETRACTYS TO OLIVETTI CORPORATION OF AMERICA, 580 FIFTH AVENUE, NEW YORK 36

For More Information Circle No. 404

We always use

Fidelity Onion Skin

for our
Thin Letterheads, Copies,
Records and Forms
because it reduces
our Typing, Mailing
and Filing Expenses.

SEND FOR SAMPLES

ESLEECK
Manufacturing Company
Turners Falls, Mass.

For More Information Circle No. 291

Don't Pass Up Your First Big Step— To Supervisor!

ALFRED M. COOPER

AN OFFICE EMPLOYEE'S best chance for real advancement comes the day he or she is placed in charge of a small group of fellowworkers. There is a definite limit to how far you can go as an office worker but, if you can prove you have what it takes to handle even a small group of people, you are in direct line for the big executive jobs in business.

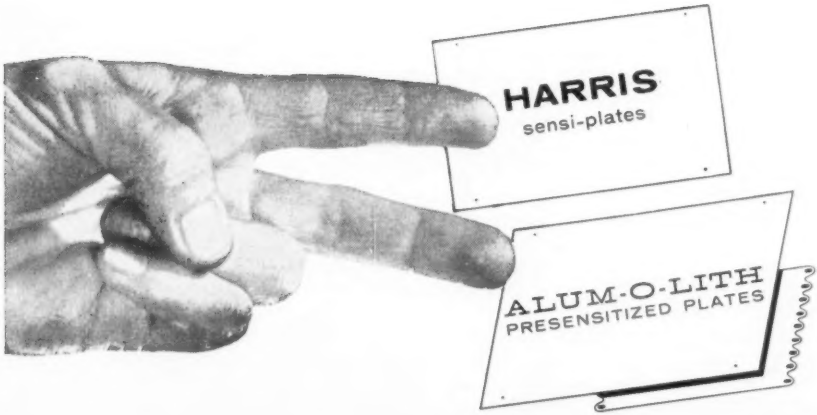
There always exists a shortage of high grade executives. Management is constantly on the lookout for younger people who give evidence, on the job, that they possess latent qualities of leadership.

The best executives are developed from men and women who have demonstrated ability as supervisors. This does not mean that supervisors automatically slide into nice executive jobs. Look about you and almost certainly you will see supervisors who probably have gone as far as they will ever go. As a rule you will find these people have written their own ticket; they have advanced about as far as they care to go.

There is no good reason why anyone should not go as far as his ability will carry him. He should never refuse to tackle a bigger job, either through fear or a sense of complacency. It is very difficult to stand stock-still. If your superior asks you to try out in a minor supervisory position, recognize this at once as a genuine opportunity. Seize it, and give it a good ride.

At first you may wonder if you will ever learn how to supervise people. But don't go to your superior and ask to be put back on your old job. Remember that management seldom insists that anyone must fail twice as a supervisor.

New supervisors usually fail for one of two reasons. Either those reporting to them do not like them, or they do



TWO GREAT PLATES JOIN FORCES...

UNDER ONE GREAT NEW LABEL!

Harris-Seybold's Chemical Division and Lithoplate Inc., now join their facilities and plate making know-how into ONE operation. Both fine offset plates will now be combined and manufactured as one . . . a super-quality, 2-sided plate with exclusive "MICRO-SURFACING." The product will be known as the Harris Alum-O-Lith Sensitized Plate.

LITHOPLATE, INC.
A subsidiary of Harris-Seybold Company

HARRIS ALUM-O-LITH SENSITIZED PLATES AND SUPPLIES

WESTERN: 278 Arden Drive, El Monte, Calif.
EASTERN: 5308 Blanche Ave., Cleveland 22, Ohio
SOUTH EASTERN: 523 W. Broad, Richmond, Va.
MIDWESTERN: 3880 63rd Street, Chicago, Ill.

For More Information Circle No. 435

not respect them. The new boss must be liked and respected, and these reactions from subordinates must be about equal in strength. They must balance.

It is not difficult to tell when subordinates like you. You sense this, and you probably know why. In general, if you feel these people dislike you, go out of your way to do favors for them. Also learn how to accept favors from them. These are the two methods that work when you feel you must secure more liking from subordinates.

Don't overdo your efforts to make people like you. If you do, you defeat your own purpose and wind up with an unsavory reputation for conciliatory weakness.

You also must know how to win people's respect. If you believe you are somewhat too genial (a common defect in new supervisors) tighten up a bit. Be pleasant and friendly, but when you give an order insist that it be obeyed as given. Don't be just a good Joe. Be firm, play fair with everybody, keep your word. These things win respect.

Now, balance liking and respect. You can readily tell when you achieve this balance by watching the reaction of others. Subordinates will act friendly toward you, but will not attempt to take advantage of your good nature. Even your suggestions receive careful consideration from these people.

Next, check your attitude of fairness toward your new subordinates. The brand-new boss may run into a unique problem here. Usually he is chosen from the same group now reporting to him. It often happens that he has, in the past, been on especially good terms with certain of these employees. Now he is the boss of his old cronies. If he continues to meet socially with individuals among his subordinates, he may be suspected of playing favorites. If one or more of these friends deserve increased pay or promotion, will the others feel the supervisor's preference has been influenced by his regard for these people?

A majority of the many supervisors

For More Information Circle No. 302

TWO PEAS IN A POD...

Only Rex-Rotary D-280 has a 100% "Select-O-Matic" inking, regulating itself for Light, Medium or Dark impressions — This Inking System is simply exchanged for different colors.

Only Rex-Rotary D-280 has 100% Accurate Registration — as a printing press.

Only Rex-Rotary has Rubber Ink Distributing Rollers which are usable for other colors and guarantee up to 35% savings on ink.

Only Rex-Rotary D-280 has an Eye Appeal, so modern that it will compliment the most discriminating taste in office decor.

This amazing Twin-Cylinder duplicator uses quick drying Paste Ink. NEVER clogs or leaks. Its everlasting Silk Screen eliminates hardened and messy ink pads.

Ask us — and your nearest Rex-Rotary dealer will be most happy to arrange a trial-demonstration for you.

but...

there is only one

See us at
THE NATIONAL
BUSINESS SHOW
New York Coliseum
Oct. 15-19
Booth 123

RR DUPLICATOR

REX-ROTARY DISTRIBUTING CORP
387 FOURTH AVENUE
NEW YORK 16, N. Y.

REX-ROTARY

D-280

silk-screen mimeograph

For More Information Circle No. 177

with whom I have discussed this question agree that fraternization with a select few is dynamite. They say it should be abandoned at once, and that usually this can be done without offending anyone. However, it may be better to have two or three a bit miffed for a time than to earn the enmity of all.

Another thing you must watch is making promises you may not be able to fulfill. New supervisors are particularly prone to this error. They feel expansive and want everybody else to be happy. When the payoff comes they wish they had had sense enough not to promise things out of their power to grant.

Any supervisor is judged by the amount and quality of production his department turns out. You can't boost production by getting tough with employees. Instead you must learn to motivate these people to put out.

If your subordinates have poor morale they produce poorly. They have good morale when they are interested in their work and satisfied with their wages and working conditions. The immediate

How offices gain HOURS of "OVERTIME" – between 9 and 5

WITH **FAST, AUTOMATIC**

Federal DIAL INTERCOMMUNICATION

—the *private*, inside telephone system that saves miles of walking . . . cuts paperwork . . . enables every executive and employee to do *more work per day!*

- **TRANSMITS** data in seconds vs. minutes or hours . . . reduces memo-writing.
- **QUICKENS** over-all operations . . . your staff functions as a unified, fast-acting team.
- **CURTAILS** desk-hopping and needless conversation . . . keeps employees on the job.
- **UNLOADS** your switchboard . . . puts all inter-office calls on a *separate* dial system.
- **SPEEDS** incoming calls . . . gives faster service on the calls that talk "profit."
- **REDUCES** operator costs, equipment rental . . . cuts call-backs and unauthorized calls.
- **IMPROVES** customer relations . . . stops irritation and hang-ups . . . builds good-will.
- **OPERATES** 24-hours-a-day free of switchboard . . . serves 10 to any number of stations.

OPTIONAL features include, Dictation service, Conference service, Executive right-of-way, Paging and Mobile Radio tie-in.

"Certified by a World of Research"

Write for booklet, to Dept. G-3174

Federal Telephone and Radio Company
A Division of
International Telephone and Telegraph Corporation
100 KINGSLAND ROAD • CLIFTON, N. J.

Federal
A DIVISION OF
FTR FEDERAL TELEPHONE & RADIO
ITT &

For More Information Circle No. 292

supervisor has much to do with keeping employees interested and satisfied. Surveys prove that the biggest peeve of any disgruntled group of employees is their immediate boss. A good supervisor will go to bat in the front office for his people.

The physical well-being of employees is an important responsibility of their supervisor. This means the prevention of accidents (even injuries in offices can be serious and costly), watching out for cases of incipient illness and fatigue, correcting posture, and detecting the unusual case of malingering. A good supervisor soon becomes proficient in all these fields, seeing to it that subordinates visit a doctor when this is necessary, and making life very difficult for the professional malingerer.

The new supervisor must cooperate well with his superior, with brother supervisors, and with his own subordinates. He must contrive to win cooperation from all of these people. Cooperating with others means going beyond the line of duty to help them. This the new supervisor must do, even with those who fail to cooperate with him. He simply cannot afford the luxury of having enemies.

As early as possible you should begin looking about you for someone you can develop as an understudy. You need such a person to take over when you are absent, and to succeed you when you are again promoted. I have known of a number of cases where supervisors have lost out on promotion because they had failed to train a successor for their own job.

The transition from worker to supervisor is often the most difficult any office employee ever is called upon to make. But the rewards for good performance in the new job are much greater. If you can prove you have what it takes to supervise 20 people, you may expect a chance to show what you can do with a hundred, and then a thousand. Check the record and you will find this is the road nearly every top-flight executive in America has travelled.

HILD

COST PROBLEMS?

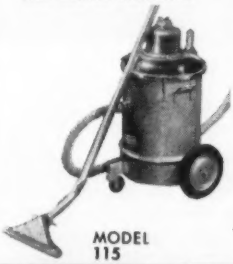
Hild equipment can solve your maintenance problems with a minimum of labor, time, and cost. Every Hild machine is precision made — many of our models are still in use today, after 29 years of dependable service.

Shower-feed Floor Machine

This single Hild machine can scrub, wax, polish, buff, sand, grind and steel wool your floors. Powerful GE motor, adjustable handle, safety switch. Every size and style for every job.

Keep Your Floors Slip-Safe

Hild Shower-feed scrubbing and vacuum drying system — cleans and drys in minutes. Vacuum lifts dirt and moisture from cracks and low spots — removes slick film that causes accidents.



Heavy Duty Vacuum

For all your floor to ceiling vacuum jobs — picks up liquid or dry dirt without adjustment or filter change. Gives you utmost convenience, efficiency, and rugged durability. Available in 10 to 55 gallon sizes.

HILD FLOOR MACHINE CO. INC.
740 W. Washington Blvd. • Chicago 6, Ill.

For More Information Circle No. 301

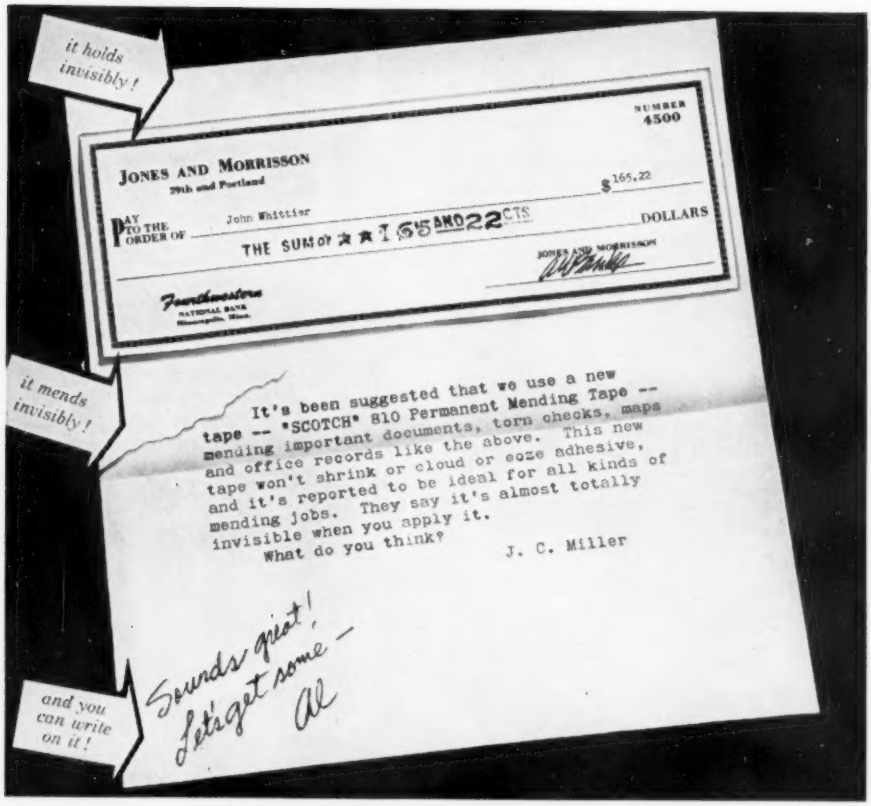
See the difference with

WON'T SHRINK . . . won't cloud . . . won't ooze adhesive! "SCOTCH" 810 Permanent Mending Tape is completely transparent, with a special dull-finish surface that won't reflect highlights.

Get the ideal tape for all permanent sealing, attaching, mending jobs—"SCOTCH" 810 Permanent Mending Tape!

Reg. U.S. Pat. Off.

SCOTCH 810 BRAND Permanent Mending Tape



Reg. U.S. Pat. Off.

SCOTCH 810 BRAND Permanent Mending Tape

it holds invisibly... it mends invisibly... and you can write on it!

The term "SCOTCH" is a registered trademark of Minnesota Mining and Manufacturing Company, St. Paul 6, Minn. Export Sales Office: 99 Park Ave., New York 16, N.Y. In Canada: P.O. Box 757, London, Ontario.

For More Information Circle No. 194

Drug Wholesalers Report Increase In Clerical Productivity

EACH INVOICE LINE which the wholesale druggist writes for his customers' orders incurs certain costs. Heavy and bulky items cost more to handle than light, compact ones. Breakables require special packing. Biologicals must be refrigerated. Narcotics must be stored in vaults and special records maintained for their receipt and issuance. An invoice line for 12 assorted lipsticks must be handled as 12 separate pieces and therefore costs more to pick, check and pack than a shelf carton of a dozen similar small products.

Last year, it cost the service drug wholesaler 49.2c for handling each average invoice line. The average lines per manhour in the office were 21.7; the average lines per manhour in the warehouse, 20.65. The statistics quoted here are from the comprehensive report of an operating data survey which has been made annually for 60 years by the National Wholesale Druggists Assn.

About 40% of the wholesale druggist's operating expenses are administrative costs. Last year they represented 39.55%. The largest firms incur the smallest ratio of administrative costs to total costs. Management and executive salaries do not increase as fast as volume increases. Office payroll (including management and executive salaries) last year amounted to 2.93% of net sales or 22% of total operating expenses. The firms doing the largest

The ROL-RACK
with FIVE FEET of Shelf Space!

A few of the thousands of users of the

ROL-RACK
Bethlehem Steel Co.
U. S. Veterans Hospitals
Continental Assurance Co.
Transamerica Corp.
Johnson & Johnson—Esso Standard Oil
Fairchild Aerial Surveys Inc.
Tulane University
New York City Bar Association,
Hundreds of Schools, Libraries, Lawyers, & Industrial Organizations, etc., etc.

Sturdy and Durable

Made of choice selected 1¼" hardwood. Sloping shelves angled for title reading, *doweled* and *bolted* to insure durability. Side-riveted swivel casters with resilient rubber tires which roll smoothly with a full load.

Dimensions: 32" long, 13" deep, 31" high
13" between shelves

Satin Walnut Finish or Natural wood Finish. Manufactured to sell for $69.50, mass production makes possible this LOW, LOW price of

$49.50

F.O.B. Factory
Stamford, N. Y.
Weight 49 Lbs.

CATSKILL CRAFTSMEN, INC.—A Subsidiary of The Grolier Society Inc.
2 West 45th St., New York 36, N. Y.

Publishers of The Book of Knowledge
Attractive Dealer Franchises Available

For More Information Circle No. 288

Old Town

YOU CAN READ THIS STENCIL EASILY ...WITHOUT A CUSHION SHEET!

Offices all over the country are switching to Old Town *Hi Vi* because...

HIGH VISIBILITY COATING saves time and reduces errors. You proofread the clear, sharp copy *without* a cushion sheet.

NO CUSHION IS NEEDED while typing, either. Extra protection is built into the tough base tissue.

WET STRENGTH means *Hi Vi* Stencils are truly washable. You use them and re-use them, again and again.

EASY-TO-USE GUIDES simplify copy spacing and positioning.

LONG RUNS and precise reproduction are standard practice with *Hi Vi* Stencils.

Old Town® STENCILS AND MIMEOGRAPH SUPPLIES

World's foremost maker of carbons, ribbons, duplicators and duplicating supplies.

FREE OLD TOWN STENCIL SAMPLER KIT

Just send the coupon, filled in and clipped to your letterhead, to:

OLD TOWN CORPORATION, DEPT. O-10
345 Madison Avenue, New York 17, N. Y.

NAME.....
COMPANY.....
ADDRESS.....
.....

For More Information Circle No. 341

WITHOUT A WORD-

a Stow & Davis office
reflects the integrity
and sound judgement
of the successful executive

STOW & DAVIS
EXECUTIVE FURNITURE MANUFACTURERS
GRAND RAPIDS, MICHIGAN

For More Information Circle No. 403

volume of business reported the smallest administrative payroll per sales dollar, as did the firms making the highest profit. The most productive office manhours were in these classes of firms. For example, the highest profit firms handled 2.6 more invoice lines per office manhour than did the low profit group — a 13½% greater productivity per manhour. A general increase in office productivity (12.4% last year over 1954) indicates that offices are improving their efficiency.

There has been a 25% reduction in office overtime in the last four years. The largest volume firms seemed to find it difficult to schedule their office work to maintain proper balance, and their overtime ratio was highest.

Measuring the productivity of office personnel against the sales volume, sales per office employee increased $14,000 in 1955. A definite relationship exists between the cost to handle an invoice line in the office and the rate of net profit. For the average wholesaler last year, administrative costs were 19.5c per invoice line. For the highest profit producers, the cost was 18.9c. It was 19.8c for the medium profit houses and 21.3c for the lowest profit operators. The average clerical salary (including management and executives) was $4,486 in 1955, an increase of 19% since 1952. Sales in the same period rose only 16%.

The 210 service drug wholesalers participating in the study (81% of the association's membership) employed 16,537 people including 5,718 in the office, 3,904 in the sales department and 6,915 in the warehouse. This does not include truck drivers because some firms employ their own while others contract deliveries. The table shows the number of employees by function. The grand total of 18.9 employees per million dollars of sales last year was a drop of 1.7 workers from 1954, emphasizing a general increase in productivity per employee.

See table on next page.

"our printer was right!"

Best performing paper for your frequently handled records, is Parsons Mechano Form Ledger and Index. Quality printers generally will tell you this. Mechano Form will not "dog ear". . . restful, no-glare surface relieves eye strain . . . erasures will not roughen or discolor the sheet . . . made from 50% new cotton fibers. Color controls in your office systems can be established with a wide range of matching colors in all Mechano Form weights. Parsons Mechano Form . . . a preferred business record paper, will outperform others. Specify it for your record forms.

Parsons

MECHANO FORM LEDGER AND INDEX

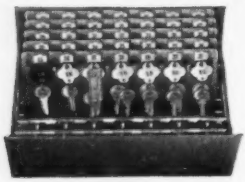
WRITE ON YOUR BUSINESS LETTERHEAD FOR BOOKLET 4E1, "HOW TO GET WHAT YOU NEED IN RECORD-KEEPING PAPERS AND INDEX CARDS." PARSONS PAPER CO., HOLYOKE, MASS. © PPCO 1956

For More Information Circle No. 258

Number of employees per million dollars of sales in the wholesale drug industry (see preceding page).

	U.S. Average	Under $2,000,000	$2,000,000 and Under $4,000,000	$4,000,000 and Under $6,000,000	$6,000,000 and Under $10,000,000	$10,000,000 and Over
Management	0.4	1.1	0.6	0.4	0.2	0.2
Accounting (Including Chief Accountant)	1.2	1.6	1.4	1.1	1.0	0.7
Buying (Including Buyers)	1.3	1.4	1.5	1.3	1.1	1.1
Pricing, Invoicing	1.3	1.7	1.4	1.2	1.2	1.4
Other Office Personnel	2.4	2.2	2.1	2.5	2.5	2.4
Total Administrative	6.5	8.0	7.0	6.5	6.0	5.8
Salesmen, City	1.3	1.3	1.1	1.4	1.5	1.2
Salesmen, Country	1.7	2.0	2.0	1.7	1.4	1.5
Other Sales Personnel (Incl. Sales Mgmt.)	1.5	1.0	1.5	1.4	1.5	1.4
Total Selling	4.5	4.3	4.6	4.5	4.4	4.1
Warehouse, Supervision	0.4	0.6	0.4	0.4	0.3	0.4
Picking, Checking, Shelving, Full Case	4.9	5.3	4.9	4.7	4.9	4.8
Packing	1.0	1.0	0.9	1.1	0.9	1.1
Receiving-Shipping Room	1.0	1.1	1.1	1.0	1.0	0.9
Other Warehouse	0.7	0.7	0.8	0.6	0.6	0.6
Total Warehouse	7.9	8.7	8.0	7.8	7.7	7.8
Grand Total	18.9	21.0	19.6	18.8	18.1	17.7

A portable office key tray . . .



The **EMBASSY**

LOCK it in desk or file drawers, safes, closets, lockers, etc., it's easily carried to point of use. Offered in five capacities, from 21 to 49, the Embassy has all TelKee system components, and it will give real convenience and security. Specially priced for commercial buyers $15.52 up f.o.b. factory.

TEL KEE

Write Dept. OE-3 today for detailed Embassy specifications and for our new catalog of "complete" TelKee systems for any requirement, large or small.

The **MOORE KEY CONTROL**® *Systems*

P. O. MOORE, INC. • A SUBSIDIARY OF SUNROC CORP.
GLEN RIDDLE, PENNSYLVANIA

For More Information Circle No. 254

DIGIT DROOP?

Not with TICONDEROGA

Fingers won't cramp or tire even after long sessions with a Dixon Ticonderoga pencil. No finger fatigue common with other writing instruments. Prove it to yourself. Try Ticonderoga – it's *Leadfast*.

TICONDEROGA

THE JOSEPH DIXON CRUCIBLE CO.

Pencil Sales Division, 0 - 16 **Jersey City 3, N. J.**

For More Information Circle No. 255

"REALLY PERFECT COPIES, TOO"

Production time is vital these days. Standard's newly engineered Ream Feeder saves the time of frequent reloading. It holds 500 sheets of 20 pound copy paper or an equivalent thickness of other weights of duplicating paper or card stock.

Where you have volume duplicating, this Standard Rocket Model ERAD is ideal. It feeds smoothly, quickly, faultlessly.

Simplicity in design means long life. Hydraulic paper lift assures efficient, noiseless feed tray action, automatically. Standard's reputation as pioneer of fluid duplicating in America, guarantees full satisfaction. Ask for free literature.

Standard ROCKET

FLUID DUPLICATOR

with

NEW DE LUXE REAM FEEDER

Standard Duplicating Machines Corp., Everett, Mass.

For More Information Circle No. 427

THAT'S WHAT MAKES THE BOSS HAPPY . . .

Our 57th year

Artisans of Fine Papers

. . . those clear, sharp impressions he sees every time duplicating work is produced on WAUSAU IMPRESSION PAPERS.

For each of the three major duplicating processes Wausau makes a specific impression paper — with a surface made particularly receptive to the inks used in the process — to assure BEST IMPRESSIONS no matter what process you use.

The complete Wausau Impression Paper line is available nationally through authorized distributors and stationers.

WAUSAU PAPER MILLS CO.

General Sales Offices

111 W. Washington Street, Chicago 2, Illinois

MILLS at BROKAW, WISCONSIN—Member—Wisconsin Paper Group

For More Information Circle No. 198

NEW Books

***RECRUITING AND SELECTING OFFICE EMPLOYEES** by Milton M. Mandell. American Management Assn., 1515 Broadway, New York 36, 175 pp., $4.75.*

Report of a survey of 320 business organizations in a variety of fields, describing good and poor techniques for office employee recruitment.

***ACCOUNTING FOR INTRA-COMPANY TRANSFERS.** National Assn. of Cost Accountants, 505 Park Ave., New York 22, 48 pp., $1.*

Covers alternative pricing policies for decentralized company divisions, how to choose a pricing policy, methods for pricing transferred goods and services and accounting techniques for intra-company transfers—based on the practices of 40 leading companies.

***GLOSSARY.** National Assn. of Blueprint & Diazotype Coaters, 1001 Connecticut Ave., N.W., Washington 6, D. C., 22 pp., $1.*

A glossary of terms employed in the coating of blueprint and diazo ultraviolet light sensitive materials.

***PREREQUISITES FOR A GUARANTEED ANNUAL WAGE** by Henry C. Thole & Charles C. Gibbons. W. E. Upjohn Institute for Community Research, 709 S. Westnedge Ave., Kalamazoo, Mich., 16 pp., Free.*

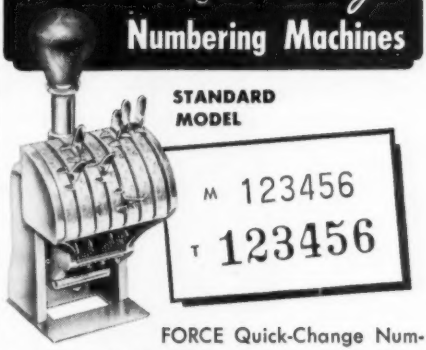
Explains why planning for stability will be one of the biggest challenges facing management in the years ahead.

***NEW WEBSTER'S VEST POCKET DICTIONARY.** Ottenheimer, 23 S. Howard St., Baltimore 1, 239 pp., 90 cents.*

Flexible covered pocket dictionary containing more new words than generally found in a book this size (2½" x 5½"). Includes 30 pages of useful miscellaneous information.

(Continued on page 35)

Jack-of-all-Purpose FORCE *Quick Change* Numbering Machines



FORCE Quick-Change Numbering Machines do a variety of numbering jobs requiring special numbers or changes of numbers. They can be used for numbering bank books—work cards—yardage tickets—labels—file folders—merchandise tickets and other jobs where quick numbering changes are essential. In addition to the standard model, a heavy-duty model is also available. See your dealer or write for catalog.

Specify FORCE for the Finest

WM. A. FORCE
& COMPANY, INCORPORATED
216 NICHOLS AVENUE, BROOKLYN 8, N. Y.

For More Information Circle No. 321

PLYMOUTH
Rubber Bands
OUTSTRETCH OUTLAST ALL OTHERS

Guaranteed by Good Housekeeping

Nationally Distributed Available at your Regular Suppliers
Bands for Every Purpose

PLYMOUTH RUBBER COMPANY Inc., Canton, Mass.

For More Information Circle No. 320

which do you prefer?

of course you prefer a

BORROUGHS wrap rack

Look how bunched-up the coats are on the old-fashioned clothes tree . . . see how neat and trim they hang on the Borroughs Wrap Rack. So this fall, before you buy anything to hang coats on, be sure to take a good look at the Borroughs line. There are standard models to accommodate 6, 9 or 12 coats and hats. The 9 and 12 models are available in double-face units, and "add-on" units can be added. Coats hang straight—hats rest on round rods and not on dusty shelves. Rigid steel construction, welded for added strength. Your choice of 5 colors. A lasting value!

BORROUGHS MANUFACTURING COMPANY

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3010 NORTH BURDICK amp KALAMAZOO, MICHIGAN

For More Information Circle No. 415

SUPERVISOR DEVELOPMENT PROGRAM, BASIC COURSE, DETERMINING PERFORMANCE REQUIREMENTS FOR EMPLOYEE APPRAISAL. Government Printing Office, Washington 25, D. C., 31 pp., 25 cents.

A plan by which supervisors may determine what they expect from subordinates, and make employees understand what is expected of them. Ask for Catalog No. D 101.37:41-B-41.

Two additional booklets containing further information on this same program are Catalog No. D 101.37:41-B-42 which costs 25 cents, and Catalog No. D 101.37:41-B-43 which costs 20 cents. It would have been better had the three been bound into one booklet.

MANAGEMENT AND PERSONNEL: For a free circular and order form listing 39 books on pertinent subjects, write Government Printing Office, Washington 25, D. C. Ask for circular O-350421.

PROFIT SHARING READING LIST by J. J. Jehring. Profit Sharing Research Foundation, 1718 Sherman Ave., Evanston, Ill., 20 pp., 50 cents.

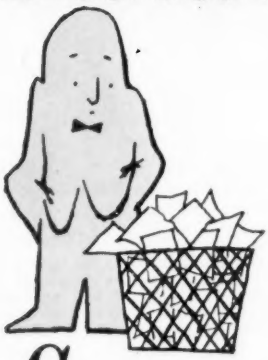
A bibliography of over 300 works on profit sharing, published here and abroad.

OCCUPATIONAL WAGE SURVEYS by U. S. Dept. of Labor's Bureau of Labor Statistics. Government Printing Office, Washington 25, D. C.

Each of the following bulletins lists information on 62 jobs including office clerical, professional and technical, maintenance and power plant, custodial and material movement. Includes average wages, distribution of workers by earnings and industry, paid holidays and vacations, minimum entrance rates for women in offices; and health, insurance and welfare plans. There is a description of each of the 62 jobs.

AREA	DATE	BULLETIN NO.	PRICE
Atlanta	Apr. 1956	1188-18	25c
Chicago	Apr. 1956	1188-15	25c
Dallas	Oct. 1955	1188-1	30c
Denver	Dec. 1955	1188-6	25c
Detroit	Oct. 1955	1188-2	25c
Lawrence, Mass.	Feb. 1956	1188-11	25c
Los Angeles-Long Beach	Mar. 1956	1188-13	25c
Memphis	Feb. 1956	1188-12	25c
Milwaukee	Nov. 1955	1188-3	25c
Minneapolis-St. Paul	Dec. 1955	1188-8	25c
Newark-Jersey City	Dec. 1955	1188-10	20c
New Orleans	Nov. 1955	1188-5	25c
New York	Apr. 1956	1188-17	25c
Philadelphia	Nov. 1955	1188-4	25c
Portland, Ore.	Apr. 1956	1188-16	25c
Providence, R. I.	Mar. 1956	1188-14	25c
San Francisco-Oakland	Jan. 1956	1188-7	25c
St. Louis	Feb. 1956	1188-9	25c

concerned with duplicating costs?



Check the waste paper basket!

stencils — masters — copies

In arriving at your duplicating costs, have you included the rejects?

Stenafax prepares your **mimeograph stencils—offset paper plates • single positive** copies with facsimile accuracy • push-button simplicity requires unskilled personnel • operates and shuts off automatically • **fast • economical**

NO CHEMICALS—NO POWDERS—NO HEAT—NO LIGHT

Before you buy, get the facts on Stenafax

Stenafax

is electronic! automatic!

TIMES FACSIMILE CORPORATION, Stenafax Division, 0-10, Hotel Biltmore Arcade, 43rd St., and Madison Avenue, New York 17, N. Y.

Please send Stenafax brochure to

Name.....

Address.....

City & State.....

For More Information Circle No. 324

modern Classic
CARBON PAPER

From the new *smudge-proof* carbon coating to the new *shock-proof* back, modern Classic Carbon Paper is engineered to meet the more demanding requirements of modern typewriters. With either electric typewriters or recent manual machines, modern Classic Carbon Paper produces a new *sharpness* of write and *uniformity* of appearance—truly the ultimate in carbon copies. The scientifically formulated carbon coating is *deep dyed* to form a permanent bond with the paper stock fibers. The carbon is transferred *only* by impact of the type face to produce *permanent, smudge-proof* characters. Micro-blended for absolute smoothness, this new coating assures complete uniformity of upper and lower case characters.

The *shock-proof* back softens the *jarring action* of high-speed electric typing—the cause of unevenness produced by ordinary carbons. Only the exact amount of carbon necessary to create a sharp, full-bodied image is released. For carbon copies that you'd be proud to send to anyone, specify *Modern Classic*—the carbon paper designed for modern typewriters. Columbia Ribbon and Carbon Manufacturing Co., Glen Cove, N. Y.

FREE GUIDE! For your free copy of our new "Carbon Paper Facts" type make and model of your typewriter and the number of carbon copies normally required on your company letterhead and mail with coupon.

COLUMBIA RIBBON & CARBON MANUFACTURING CO., Inc.
9610 Herb Hill Road, Glen Cove, N. Y.

Rush free—"Carbon Paper Facts."

Name _____

Company _____

Address _____

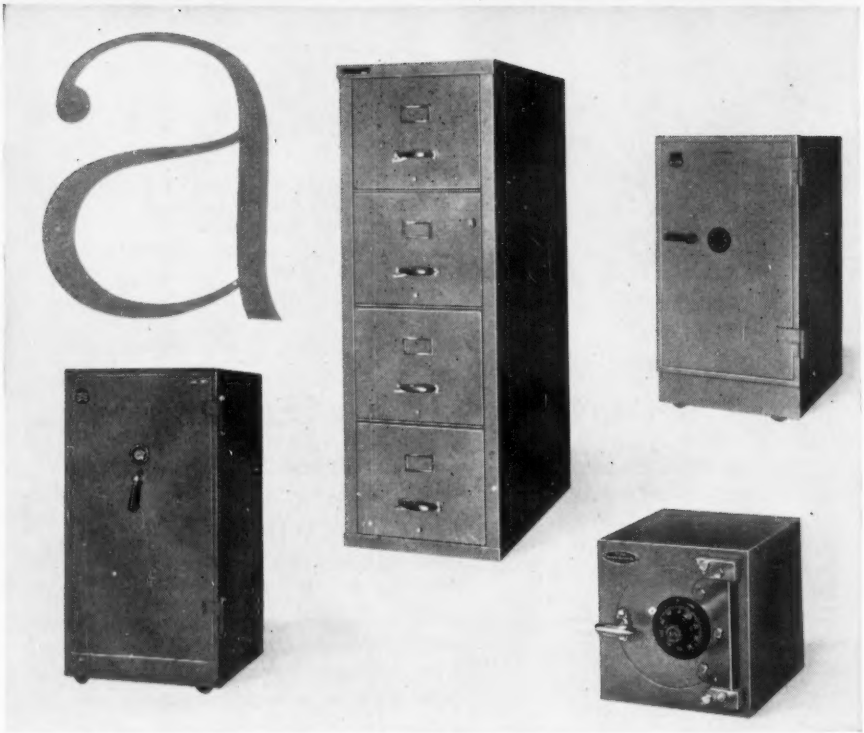
City _____ Zone _____ State _____

MODERN CLASSIC CARBON PAPER
by **Columbia**

For More Information Circle No. 233

R.C.Allen SAFES AND INSULATED FILES

always gives you finest value!



There is an Assurance of Quality in the R. C. Allen signature on business equipment. R. C. Allen Military and R. C. Allen Guardsman safes and insulated files offer the greatest choice of protective equipment for every need—at competitive prices. Exceeds U.L. label requirements. For burglar or fire protection . . . see your R. C. Allen dealer, or write for further information.

R.C.Allen Business Machines, Inc.
679 Front Avenue, Grand Rapids 4, Mich.

TYPEWRITERS • CASH REGISTERS • ADDING MACHINES • SAFES • FILES • BOOKKEEPING MACHINES

For More Information Circle No. 426

HUGO POLTRONIERI, *Chief Accountant*
Chas. Pfizer & Co., Inc.
Manufacturing Chemists
Brooklyn, N. Y.

Traveletter is used by Nearly a Thousand Pfizer Salesmen.

"We entered the ***Traveletter*** Plan over five years ago when we had less than 100 salesmen but facing a rapid change in and expansion of our distribution methods. Today, with nearly a thousand representatives in four sales divisions, the ***Traveletter*** Plan services our sales activities in every part of the United States with its inherent convenience and speed in expense reimbursement."

INVITATION

We welcome a visit to our booth on Mezzanine floor at National Business Show, in The New York Coliseum, October 15th to 19th.

Traveletter

. . . the better system for handling travel expenses.

The ***Traveletter*** System reduces cash advances, saves accounting time, prevents lost time and lost orders, builds morale of salesmen.

Used by companies employing from 1 to 1,000 travelers, including United Aircraft Corporation, American Cyanamid Co., Western Electric Co., Alexander Smith, Inc., Kendall Mills, A. B. Dick Company, and many others.

Descriptive Brochure on Request

TRAVELETTER CORPORATION • GREENWICH 3, CONNECTICUT

For More Information Circle No. 236

Kodak's new **VERIFAX** *Signet* **COPIER** ...only $148

Now that a photocopier costs less than an office typewriter...

Large companies will find that putting a new Signet Copier in each department is as practical as having a typewriter at each secretary's desk. Ends costly "travel" to duplicating room and waiting in line for copies. Everyone gets copies soon as needed —5 in 1 minute for just 2½¢ each.

"One-man" offices can now enjoy the 101 short cuts Verifax has brought to thousands. For example—answer mail without dictation and typing; do "all-day" retyping jobs in 15 minutes.

Does more! This sensational copier does many jobs beyond the scope of ordinary copiers—for example, makes copies on pre-printed office forms . . . and on both sides of standard copy paper. Even makes an offset plate in 1 minute for less than 20¢, using low-cost adapter.

Misses nothing! Verifax copies are photo-exact from top to bottom—especially important when you're copying legal papers.

MAIL COUPON TODAY

Get all the facts on new Signet

Free folder describes this remarkable $148 copier in detail; also gives facts on complete line of Verifax copiers.

EASTMAN KODAK COMPANY, *Business Photo Methods Division*
343 State Street, Rochester 4, N. Y. 213-10
Gentlemen: Please send free Signet folder, "Short Cuts" booklet, and names of near-by dealers. No obligation.

Name_____ Position_____

Company_____

Street_____

City_____ State_____

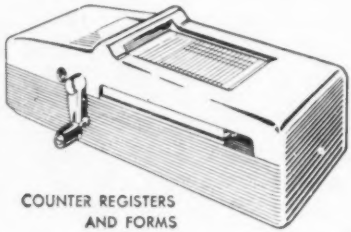
Kodak TRADE MARK

For More Information Circle No. 178

The surest way to get the exact paper, inks, carbons, sizes you need for office reproduction processes is to . . . .

Buy from a Firm with a Complete Line!

MANY, many forms are needed in modern business. But for every situation there is only *one* right type of form to use. You can be sure of getting this one exact form you need by buying from a firm (1) that offers a complete line and (2) whose salesmen are skilled in form-design. That's why it will pay you to contact Baltimore Business Forms. Our salesmen *know* forms—they've designed them for leading business houses throughout the country. Their experience, combined with our complete line, is your guarantee of the precise form you need for your specific problem. Write us today, requesting samples; there's no obligation, of course.



Forms for Office Duplication—Fluid, Offset and Photocopy Processes
Automatic Data Processing Machines and Tabulating Machines

The Baltimore Business Forms Company

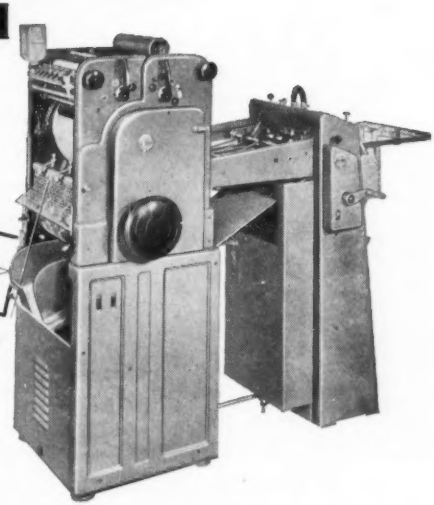
(THE BALTIMORE SALESBOOK COMPANY)

Saving time and reducing costs in business and industry

3144 FREDERICK AVENUE BALTIMORE 29, MARYLAND

For More Information Circle No. 200

Streamlined De Luxe DAVIDSON DUAL-LITH MODEL 251



DIRECT LITHOGRAPHY
OFFSET LITHOGRAPHY

Prints 2 sides at once!

DAVIDSON DUAL-LITH will do more for you

THE WORLD'S FINEST SMALL OFFSET EQUIPMENT • DAVIDSON DUAL-LITH

Handsomely streamlined in Davidson grey, Model 251 has many "extras," including micrometer plate adjustment which makes exact image positioning simple. Throughout, it reflects the craftsmanship and sturdiness of DAVIDSON DUAL-LITH, assuring years of trouble-free operation and low maintenance. In appearance and versatility, it fits ideally into office offset applications. Because the Davidson 2-cylinder principle makes segments quickly interchangeable, you can Davengrave distinctive stationery or get truer color and easier, longer runs with dry offset as well as the finest quality conventional offset reproductions, in line, halftone or color. And it's quiet in operation! • Model 251 produces up to 6,000 impressions per hour on sheets from 3" x 5" to 10" x 14". Prints on any stock from light manifold to cardboard and envelopes. Automatic suction pile feeder holds 21" stack of 5,000 sheets of 20-lb. or equivalent stock. And you can also print two sides at once, letterpress, imprint, number and perforate on the same machine.

Davidson

DAVIDSON CORPORATION
A Subsidiary of Mergenthaler Linotype Company
29 RYERSON STREET, BROOKLYN 5, NEW YORK
Distributors in all principal cities

Davidson presensitized plates are tailored to your needs for quality results

O-10
DAVIDSON CORPORATION
29 Ryerson Street, Brooklyn 5, New York

☐ Send literature on DAVIDSON DUAL-LITH Model 251.
☐ Arrange a demonstration in my locality.
☐ Send literature on Davidson Presensitized Plates.

Name.....
Firm.....
Address.....
City..... Zone.....State.....

Text set in Linotype • Headings in ProType

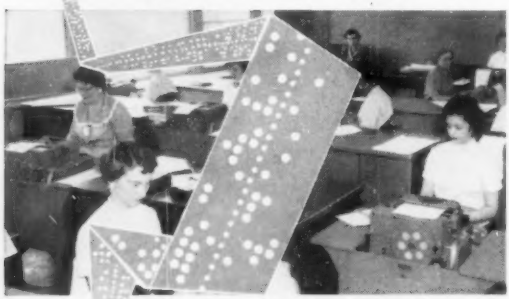
For More Information Circle No. 172

BELL AIRCRAFT Corporation Saves 70% in Type Composition with the Justowriter®

AUTOMATIC TAPE-OPERATED COMPOSING MACHINE

For more than 15 years Bell Aircraft Corporation has prepared various types of publications for military and commercial use. Originally, copy for these publications was typed, sent out to be typeset, and returned for printing—a costly operation. As the costs increased during World War II, a less expensive process which would still furnish justified, reproducible copy of top quality was sought.

After a study, the Justowriter automatic tape-operated composing machine was selected. This equipment provided justified copy suitable for XeroX or photo offset reproduction at 30% of the cost of typesetting or 70% savings. Bell Aircraft is just one of hundreds of industries, companies and government agencies cutting type composition costs with Justowriter.



Bell Aircraft Corporation's installation of 10 Justowriter automatic composing machines.

PRODUCE PROFESSIONAL TYPE COMPOSITION IN YOUR OFFICE WITH Justowriter—It's EASY

The Justowriter, consisting of two units, a Recorder and Reproducer, gives you complete control of composition in your own office. Your typist quickly and easily becomes your compositor. She simply types the copy (standard typewriter keyboard) on the Recorder. Simultaneously a punched paper tape is prepared complete with justification codes. The Reproducer reads the tape, automatically producing sharp, justified (even margin) reproduction proofs or direct image plates. Write for complete information.

COMMERCIAL CONTROLS CORPORATION

Dept. O-105 1 Leighton Ave.
Rochester 2, New York
Subsidiary of Friden Calculating Machine Co., Inc.

Sales and service offices in principal cities—listed in classified telephone directory under "Typesetting Equipment."

For More Information Circle No. 232

For Greater Office "EYE-FICIENCY"
Take a Tip from this Young Lady

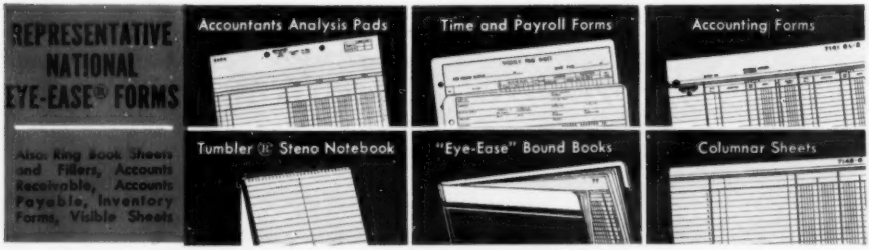
She's Miss EYE-EASE® of 1956
Voted Loveliest Office Worker in the U.S.A.

For the second year, National Blank Book Company stationers, aided by over a million customer-users of cool green Eye-Ease record keeping forms, have selected a *real winner* . . . and we're proud to salute her.

Let Miss Williams tell you about another *real winner* — Eye-Ease Forms. She states, "I like Eye-Ease Forms because they're easy on my eyes. The green tint of the paper doesn't glare at me. Entry figures stand out nicely, the brown and green rulings don't 'fight' them".

Yes, your office, too, will find that Eye-Ease forms reduce eyestrain and fatigue — increase speed and accuracy. See them today at your National Stationer's.

NATIONAL BLANK BOOK CO.
Holyoke, Mass.



For More Information Circle No. 280

WHEN ASSEMBLING VITAL FIGURE FACTS

DO YOU USE THIS TALLY MARK 𝍸 IN YOUR OFFICE or PLANT?

You don't have to!

Now you can substitute a faster, easier and more accurate method to tabulate and segregate these important statistics ECONOMICALLY!

How?...The DENOMINATOR Way!

COUNT, TABULATE and SEGREGATE with ONE FLICK of your FINGER.

For complete details write Dept. O-66.

12 Unit—2 Step Denominator

THE *Denominator Company,* INC.

261 BROADWAY, NEW YORK 7, N. Y.

Manufacturers of Tabulating Machines for 40 years

For More Information Circle No. 231

...these white elephants are made of paper!

Are you feeding them in your office? Most offices are! They're that mass of ever-accumulating records that bulk up files, eat up space, and gobble up big hunks of profit!

If you have any doubt about these beasts stalking your office—try these three simple tests:

TEST #1—Do you have an organized policy covering systematic retention, transfer or destruction of all papers and documents? If not, you must be feeding a white elephant! Tremendous savings are possible.

TEST #2—How long does it take to find or file a paper in your organization? It should not take longer than 1 minute. If it does, your company probably needs a Records Analysis.

TEST #3—When you ask for a file by *subject* instead of by name do you get all the records pertaining to that subject—and are they in order for best use?

Why delay? Get the latest information on actual dollar savings possible through modern records management methods. Get rid of the white elephants in your organization. Start today by checking the coupon for this valuable free literature.

Remington Rand

Division of SPERRY RAND CORPORATION
Room 2026, 315 Fourth Ave., New York 10.

Kindly send literature checked:

- ☐ BSD45 —"Control Of Records And Their Costs"
- ☐ X1615 —"Your Records"—(Controlled From Creation To Destruction)
- ☐ BSD46 —"How To Save Executive Time" (Subject Filing)
- ☐ *BSD32—"Get These Annual Dollar Savings From Your Files"
- ☐ LBV676—"Kompakt — The File With The Extra Drawer"
- ☐ BSD-5B—"Complete Microfilming Service"
- ☐ SC707B—"The Cost Of Burned Records"

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____ 4

For More Information Circle No. 230

FACIT
presents its "new look"

— signed Sigvard Bernadotte

Sigvard Bernadotte, famous industrial designer working with Facit, has combined exciting lines with modern two-tone greens for a new look in the office to-day.
The fully automatic Facit CA 1—13 with 10-key efficiency and easy-to-read registers makes calculating a pleasure.

The world's smallest and simplest fully automatic calculator

Facit CA 1—13 does all four rules of arithmetic fully automaticaliy. It may be mastered after 10 minutes of practice. It is made of Swedish steel — the best there is.

FACIT

calculators typewriters duplicators

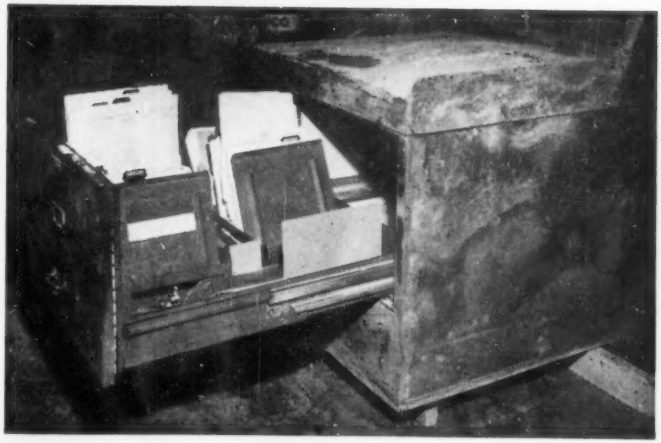
FACIT INC. 404 Fourth Ave., New York 16, N.Y. • 235 Montgomery Street, San Francisco 4

ÅTVIDABERGS — SWEDEN

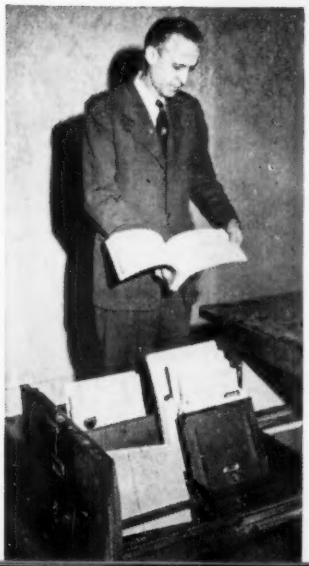
See and learn how to calculate in 10 minutes on the new CA 1-13 and CS 1-13 at the National Business Show, Booth 213-W.

For More Information Circle No. 260

Job, cost and other work records, housed in ordinary steel files, were all lost when a fire destroyed the plant of Winger Mfg. Co., Ottumwa, Iowa.



But ledger cards representing $175,000 in accounts receivable and housed in a Shaw-Walker Fire-File Desk located in the hottest spot, came through the fire clean and dry, according to Lloyd Winger, president.



Vital Records Saved By an Insulated File

"Had it not been for the Shaw-Walker Fire-File, we might now be out of business," stated Lloyd Winger (at left). His firm was able to resume business the day after the fire.

Four Ditto offset duplicators were used at Democratic convention headquarters in Chicago to produce advance press copies of speeches, and instructions and notices for delegates and staff members.

Alice V. Spencer (seated), office manager of the Republican party's national committee on convention arrangements, with a Clary adding machine used at the Republican convention in San Francisco.

A battery of Clary adding machines in use at the Democratic convention. Standing is Mary C. Zirkle, controller of the Democratic National Committee.

Easy on The Eyes

Claire Williams, a student at the University of Missouri and part-time worker for Manpower, Inc., was chosen Miss Eye-Ease of 1956 in the annual contest sponsored by National Blank Book Co., makers of Eye-Ease record keeping forms. She will use the $1700 prize money to continue her education.

SHIRLEY SORENSON
Solar Aircraft Co., Des Moines

JEAN MARIE NEWELL
Harshaw Chemical Co., Hastings, N.Y.

WILDA MARTIN
Monterey Oil Co., Long Beach, Cal.

JANEL SEQUIN
Dr. Allison S. Roberts, Buffalo

CLAIRE WILLIAMS
Manpower, Inc., St. Louis

BETTY KERSHAW
Kleinpeter Dairy, Baton Rouge

JOAN CYNTHIA POTTER
Bath Iron Works Corp., Bath, Me.

The nine other finalists in the Miss Eye-Ease contest are shown on this page. They were chosen for their attractiveness, neatness and businesslike appearance.

KRIS SWANSON
Mytinger & Casselberry Co., Long Beach, Cal.

BARBARA GUNTER
Harper Motor Lines, Elberton, Ga.

PAULETTA MOHNEY
Smith Motor Sales, San Antonio

New 45,000-sq. ft. office building of General Insurance Co. of America, Safeco Insurance Co. and their affiliated companies, in St. Louis. Designed and built by the Austin Co., all of building's service equipment is in the penthouse above the entrance lobby and stairwell.

New St. Louis Office Building

There are no private offices. Executives occupy areas set off by portable partitions, as shown at right. The tabulating department on the top floor (below) is separated from division claims and accounting departments by a continuous strip of windows. The air-conditioned building, of lift slab construction, has acoustical tile ceilings and gray asphalt tile floors throughout.

Mailroom (foreground) and supply room (rear) on the ground floor of the new General Insurance Co. building. Interior sidewalls throughout the building are painted concrete block.

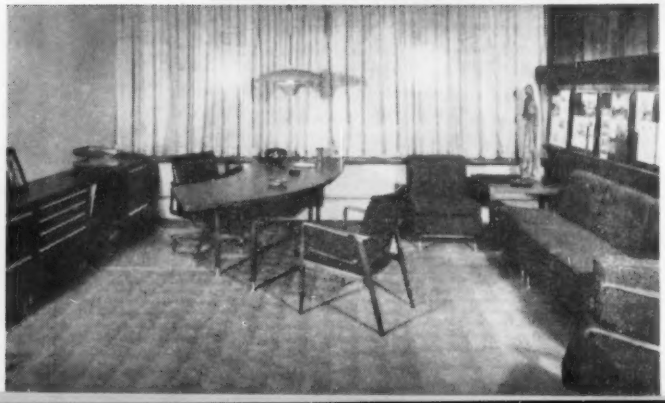
Dictaphone equipment on the second floor provides remote dictation service for persons at desks anywhere in the building.

A view of the ground floor containing local service and claims departments. A 128-seat cafeteria is also located on this floor.

Accounting department in the new, enlarged offices of Stow & Davis Furniture Co., Grand Rapids, Mich., manufacturers of fine wood office furniture.

New Stow & Davis Offices

The neutral walls in Stow & Davis's general sales offices are accented by bright leather upholstery colors.



Office of the president of Stow & Davis has walnut paneling, black leather and black - and - white tweed upholstery.

Office of the advertising manager, Stow & Davis Furniture Co., uses light wood finishes, bright leathers and drapes, and soft neutral walls.

Pigskin wall and walnut executive furniture with gold and bittersweet leather upholstery in the office of Stow & Davis's sales manager.

Traditional group of mahogany executive furniture is used by the purchasing agent of Stow & Davis Furniture Co.

Ruth Kriesberg of Brooklyn College and a group of secretaries enjoying a poetry class at Vassar.

Business Women Attend Vassar Institute

Mrs. Eleanor Roosevelt answered questions on world affairs when the institute's registrants visited Hyde Park for a picnic supper.

Thirty certified professional secretaries attended the first Vassar College Institute for Women in Business, sponsored by the National Secretaries Assn. (International), at the Poughkeepsie, N. Y., college in August. Morton Gordon from Chicago's Center for the Study of Liberal Education for Adults, is shown at right with some of the "students."

Daniel Malamud of New York University prepares to show a film to the class at the Vassar Institute.

REACH!

FOR AN ARCO
Open Ring
RUBBER BAND

THE WORLD'S FINEST STATIONERY BANDS-- THEY ARE "PRE-OPENED" READY FOR IMMEDIATE USE

IF YOUR DEALER CANNOT SUPPLY YOU - SEND FOR FREE SAMPLES

ALLIANCE RUBBER CO.
Please send FREE samples.

NAME _____
ADDRESS _____
CITY _____ STATE _____
DEALER'S NAME _____
ADDRESS _____

ALLIANCE RUBBER CO.

ALLIANCE, OHIO — 69 West Washington St. CHICAGO, ILL. — HOT SPRINGS, ARK.

For More Information Circle No. 416

SMALL OFFICE

5 letters a day?

You need the DeJUR GRUNDIG Stenorette

The only dictating machine that can pay its way in the *small office.*

- *Only half the price of any other major dictating machine*—but with greater versatility, all dictating and transcribing features . . .
- One Stenorette can be used for both dictating and transcribing . . .
- Use the same magnetic tape over and over again . . .
- Make corrections and erasures directly on the tape—*without touching the machine* . . .
- High fidelity audio quality – completely private when earphones are used . . .
- 30 minutes recording time on a single reel of tape . . .

you're always sure with DeJUR

Over 300,000 satisfied users all over the world!

SMALL OFFICE? **MAIL THIS COUPON TODAY!**

DeJUR USA

DeJUR-Amsco Corp., 45-01 Northern Blvd., Long Island City 1, N. Y.

Gentlemen: Please rush to me all the facts on the Stenorette and its benefits for the small office.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

O-10

For More Information Circle No. 381

LARGE OFFICE

or 5000?

Dictating-Transcribing Machine

*only $169.50** A price that makes sense!

The modern dictating system for the *large office* at half the cost of other major machines.

- Every executive can have two Stenorettes (for himself and his secretary) *at less cost* than even phone-type systems . . .
- Use Stenorettes to record important conferences, play-back pre-recorded sales training lectures . . .
- Full 30-minutes of dictating on a single tape . . .
- No expensive re-surfacing of discs, belts or cylinders thanks to re-usable tape . . .
- Every franchised DeJUR dealer maintains instantaneous service for all his customers . . .

Booth 105 at the National Business Show

N. Y. Coliseum, Oct. 15-19, 1956

LARGE OFFICE? **MAIL THIS COUPON TODAY!**

DeJUR USA

DeJUR-Amsco Corp., 45-01 Northern Blvd., Long Island City 1, N. Y.

Gentlemen: Please send me details on how a modern DeJUR Dictating System can be installed at *half the cost of any other system.*

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

O-10

*Transcribing accessories at slight additional cost

For More Information Circle No. 296

Rose

MAKERS OF THE WORLD FAMOUS
PATENTED STA-CLEAN™ METALLIC
PROTECTIVE-COATED MASTER UNITS
U. S. PAT. 2 671,734

SPECIALIZING IN

MASTER UNITS

SPIRIT AND HECTOGRAPH CARBON PAPERS

SPIRIT CARBON PAPER RIBBONS

DUPLICATING FLUID

RECOGNIZED THE WORLD OVER
FOR THEIR HIGH STANDARDS
AND DEPENDABLE PERFORMANCE

SUPPLIERS TO DUPLICATING SPECIALISTS EVERYWHERE

ROSE RIBBON AND
CARBON MFG. CO., INC.
GENERAL OFFICES AND FACTORY
HARRISON, NEW JERSEY, U S A

For More Information Circle No. 193

For More Information Circle No. 169 →

Does Your Calculator Print–

And do all this besides?

Does your Calculator Multiply in three lines LIKE THIS—?

```
                *
      8 9 2 1 8 X
          9 3 7 9 =
8 3 6 7 7 5 6 2 2 *
```

Can your Calculator multiply 12 x 13 x 14 without transposing LIKE THIS—?

```
      1 2 X
      1 3 =
    1 5 6 R
      1 4 =
  2 1 8 4 *
```

Can your Calculator carry 2 additions simultaneously and get 2 distinct totals LIKE THIS—?

```
                  *
Units       3 5 6
Cost    5 3 4 0 0 X
Units       1 4 6
Cost    1 0 9 5 0 X
Units       2 8 2
Cost    2 8 2 0 0 X

Total Units   7 8 4 *
                    1 =
Total Cost  9 2 5 5 0 *
```

Or give Grand Totals of individual additions, subtractions, and multiply without transposing LIKE THIS—?

```
          5 5 0 0
            2 5 0 -
            1 2 5
First Total 5 3 7 5 R

          6 0 0 0
            5 0 0
            1 2 5 -
Second Total 6 3 7 5 R

          7 5 0 0
            4 5 0 -
            1 5 0 -
Third Total 6 9 0 0 R
                    1 =
Grand Total 1 8 6 5 0 R
                    3 =
3%        [5 5 9] 5 0 *
```

1. MULTIPLIER: CLASSIC gives fast, automatic, short cut multiplications in only three lines.

2. DUPLEX : The two registers of CLASSIC operate from a single keyboard and produce separate and distinct totals (Example: Units & Prices; Debits & Credits.)

3. GRAND TOTALIZER : Grand totals of many groups of additions and subtractions may be obtained on the CLASSIC Printing Calculator without resetting intermediate results. Thus, it eliminates transposings, which is the greatest menace for errors.

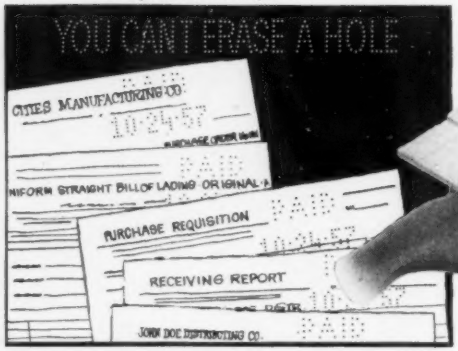
Ask for a Free Demonstration of this Multi-purpose Printing Calculator...

Classic CALCULATORS INC.

AFFILIATED WITH REX-ROTARY DISTRIBUTING CORPORATION
387 FOURTH AVENUE, NEW YORK 16, N. Y.

"Now we're sure our invoices can't be paid twice—we cancel them like banks cancel checks."

. . . reports Mr. Donald Farquharson, Comptroller of Mars, Inc.



"Cancellation information is clearly 'punched' in the invoice and all supporting papers in one operation"

CUMMINS Perforators eliminate duplicate payments . . . make it impossible to re-use disbursement authorizations

Mars, Inc., one of the nation's leading candy producers, safeguards their accounts payable operations by canceling invoices and all supporting documents in a Cummins 300 Perforator. They simply insert a bundle of up to 20 papers in the machine and automatically punch PAID, the Date and MARS in one swift operation.

Many accounting executives specify that all pages in a voucher or invoice bundle be stamped PAID when the check is issued. This is hard to enforce. At the time of an audit, they are often shocked to find many documents missed or only the top sheet stamped on most of the PAID bundles.

A Cummins Perforator insures effective cancellation of every document in every bundle with a substantial saving in clerical labor—and close supervision is not required to see that it is done. This is because it is easier to cancel a complete bundle with a Cummins Perforator than to hand stamp only the top copy.

Ask your CPA

Recommended by leading public accounting firms. Your CPA will be glad to give you advice on the subject.

Your Cummins representative is listed in your classified telephone directory. Look for AAC–CUMMINS (Automatic Accounting Controls) under "Perforating Machines". Call him for a demonstration . . . ask him how a Cummins Perforator can reduce insurance costs.

YOU CAN SAVE 10% ON YOUR FIDELITY INSURANCE COST

. . . this new booklet tells how!

Write for the "Hole Story" which explains how you can prevent fraud in cash disbursements, stop inventory losses, and save on your insurance premiums.

IN BUSINESS AND BANKS • SINCE 1887

Cummins

CUMMINS BUSINESS MACHINES
Division of Cummins-Chicago Corporation
4740 North Ravenswood Ave., Chicago 40, Ill.
SALES AND SERVICE OFFICES IN ALL PRINCIPAL CITIES

For More Information Circle No. 340

"trigger touch" electric stapling saves time, effort, money!

Bates Stapler "shoots" 5000 staples at one loading...ELECTRICALLY!

- Eliminates tiring manual work, speeds up jobs . . . quickly pays for itself
- Acts at touch of paper
- "Shoots" rustless brass staples rifle fast
- Made with both single and double stapler heads
- Fastens up to 20 sheets
- Stands up for years, proved in actual hard use
- Compact, quiet, only 27 lbs.
- Rubber toes protect desks
- 110-120 AC motor drive, 60 cycles, hair trigger switch

clip coupon for full information →

the **BATES** manufacturing co.

30 Vesey Street, Dept. 0-10, New York 7

Makers of Bates Numbering Machines, Staplers, Eyeleters, List Finders, Stamp Pads, Perforators, etc.

THE BATES MANUFACTURING CO.
30 Vesey Street, Dept. 0-10, New York 7, N. Y.
Dear Sirs: I would like more information on the BATES ELECTRIC STAPLER.

Name_____
Position_____
Company_____
Address_____
City_____ Zone____ State____

For More Information Circle No. 229

Transporter eliminates unproductive physical effort in record handling!

The illustration shows the two Rol-Dex units used by United Van Lines to house 11¾"x10" Incompleted Contract folders. Correspondence and related forms are filed in these folders while the contract is active.

United Van Lines eliminated congestion and reduced unproductive physical effort (walking - pulling - bending - squatting - pushing) to the vanishing point when they had this modern record handling equipment installed in their St. Louis offices.

ROL-DEX

SEE ROL-DEX EQUIPMENT
IN OPERATION AT THE
NATIONAL BUSINESS SHOW
NEW YORK OCT. 15-19

for more information write:

Dept. 0-1, Rol-Dex Div., WATSON MFG. CO., Jamestown, N. Y.

For More Information Circle No. 389

The Hand is Quicker...

on a Johnston

No need to be versed in magic to make the figures fly. Every operator is a prestidigitator on the new Johnston.

Service is faster, too. Your dealer can knock it down to the racks in 20 minutes and put it back together in 40 minutes . . . **hours** faster than any other adding machine.

Call your dealer for a demonstration. While he's giving you the facts on Johnston's separate-unit construction and other unique features, get the feel of "the snappiest keys on earth." You won't believe your finger tips!

Manufactured in the U.S. Sold and serviced exclusively by Office Machine dealers.

Johnston
ADDING MACHINE CO.
13343 Sherman Way, No. Hollywood, Calif.

For More Information Circle No. 428

NOW IN COLOR!

The Famous

ACCO PUNCHES

No's. 10 and 110

COLOR is in fashion! And you'll find new eye appeal, new style attraction, in these famous Acco products. We've dressed the already-most-popular Acco Punches #10 and #110 in your choice of five colors in addition to the standard gray finish.

Every office needs at least one Acco Punch and now you may suit your color fancy, match your decorative scheme, or identify each punch with its proper desk location by selecting from Fireman Red, Pastel Blue, Pastel Green, Frost Green (Mist Green), Frost Tan (Desert Tan).

Ask your stationer to show you these top quality, versatile, colorful new Acco Punches now—or if he hasn't yet secured a color assortment, write us his name and we'll see that you are supplied.

ACCOBIND folders
ACCOPRESS binders
PIN-PRONG binders
(for marginal multiple punched forms)

ACCO clamps
ACCO punches
THE ACCOWAY SYSTEM
(for filing Blueprints and all large sheets)

ACCO PRODUCTS, INC.

Ogdensburg, New York

In Canada: Acco Canadian Co., Ltd., Toronto

For More Information Circle No. 228

PATENTED EFFICIENCY in the Use of CARBON

KEE LOX

GRIP-N-PULL CARBON PAPER

WITH THE EXCLUSIVE *ECONOMIZER BOX*

1. Automatic Alignment.
2. Automatic Rotation of sheets for longer wear.
3. Automatic Warning of last typing lines.
4. Hands do not touch the coated surface.

Exclusive sales rights given to dealers in Foreign Countries.

BRANCHES IN ALL LARGE CITIES IN THE U. S. A.

For Foreign, Write for Prices, Samples and Territory to

Export Dept., KEE LOX MFG. CO., Rochester 1, N. Y., U.S.A.

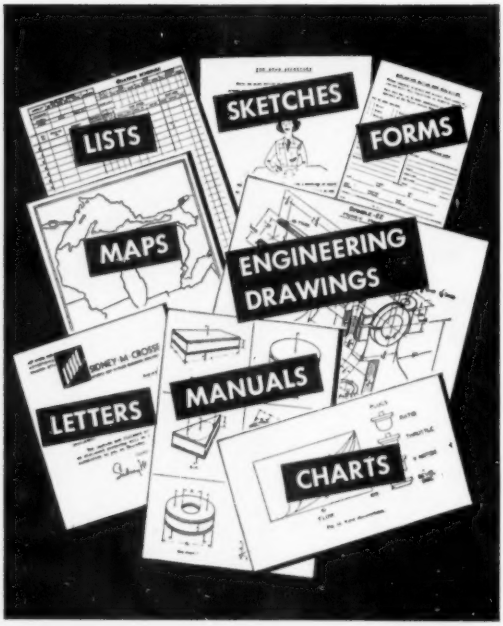
For More Information Circle No. 235

SPEED PAPERWORK!

Cut Duplicating Costs with

XEROGRAPHY

Copy subjects like these onto masters for duplicating by these processes:



OFFSET • SPIRIT • DIAZO

New developments in xerography make it the *one*, all-purpose, fast and economical process for copying onto different types of masters for duplicating . . . Now you can copy subjects like those shown above onto offset paper masters, pre-sensitized positive working metal masters, spirit (or other fluid-type masters), translucent masters, by this versatile, photo-exact, dry, electrostatic process. Original copy can be reduced, enlarged or made same size with XeroX® copying equipment. Masters can be made from opaque originals or from copy on both sides.

WRITE *for "proof of performance" folders showing how xerography is saving time and thousands of dollars for companies of all kinds, large and small.*

THE HALOID COMPANY
56-22X HALOID STREET, ROCHESTER 3, NEW YORK
BRANCH OFFICES IN PRINCIPAL U.S. CITIES AND TORONTO

THE HALOID CO. ROCHESTER, N.Y. • PRODUCTS FOR XEROGRAPHY • XEROX ®

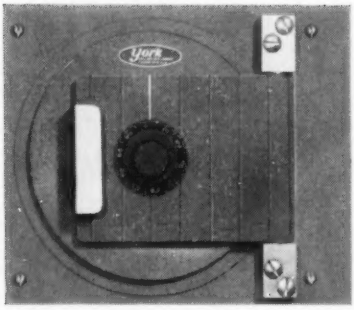
XEROGRAPHY

(ZE-ROG-RA-FEE)

The fastest, cheapest, most versatile way to make masters for duplicating

For More Information Circle No. 227

Wall Anchored . . . easy to use . . . hard to attack . . . saves space.



Now...

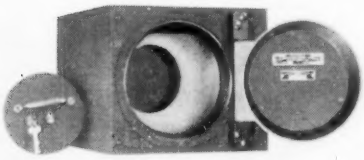
York GIVES YOU BURGLARY AND HOLD-UP PROTECTION AT A NEW LOW COST!

Floor Anchored . . . out-of-the-way . . . well adapted to modern building construction.

This new low-cost York Money Chest protects cash from holdup and burglary attacks. During business hours, bank deposits are accumulated in an inner compartment . . . beyond reach of bandits. After-hours, all money is protected from burglary attack. *Insurance underwriters allow up to 60% reduction in mercantile safe insurance premiums.*

For protection against "carry-out" bandits, York has designed this bolt-type chest for anchoring in walls and floors as an integral part of the building . . . or in steel-encased concrete blocks. The chest carries Underwriter's Laboratories' relocking and Safe Manufacturers National Association labels. It qualifies for class "E" burglary insurance rates on Mercantile Safe and Broad Form policies.

For full information about using York Money Chests to discourage attacks and reduce costs . . . write today.



Entirely new and modern in design, this York bolt-type money chest features deposit slot in inner partition equipped with 2-key locked door. Collar and cover plate are provided for floor installation.

N-377-D1

York

YORK SAFE & LOCK

910 Mulberry Rd., S. E., Canton 2, Ohio

For More Information Circle No. 264

Vibration's fine for breaking concrete... but it's out of place in a business office!

ARE YOU HAVING VIBRATION TROUBLE WITH HEAVY OFFICE MACHINES?

USUALLY IT'S THE STAND... NOT THE MACHINE!

***Here's the* ABSOLUTE ANSWER!**

THE TIFFANY 8000 SERIES

OFFICE MACHINE STANDS

with features never before available...

- **Heavy-duty stand designed especially for today's electric typewriters and bookkeeping machines.**
- **Absolutely vibration-free.**
- **Tremendous strength through super rigidity of construction.**

MODEL 8000

Here are the outstanding features:

Open-top—the "escape-hatch" through which noise is dissipated away from operator • Adjustable foot compensates for uneven floors • Occupies minimum office space. • One-piece top adjusts for all machines • "King-size" drop leaves • Special new ease-of-operation . . . foot pedal retracts casters • Square tubular framework.

Also available:

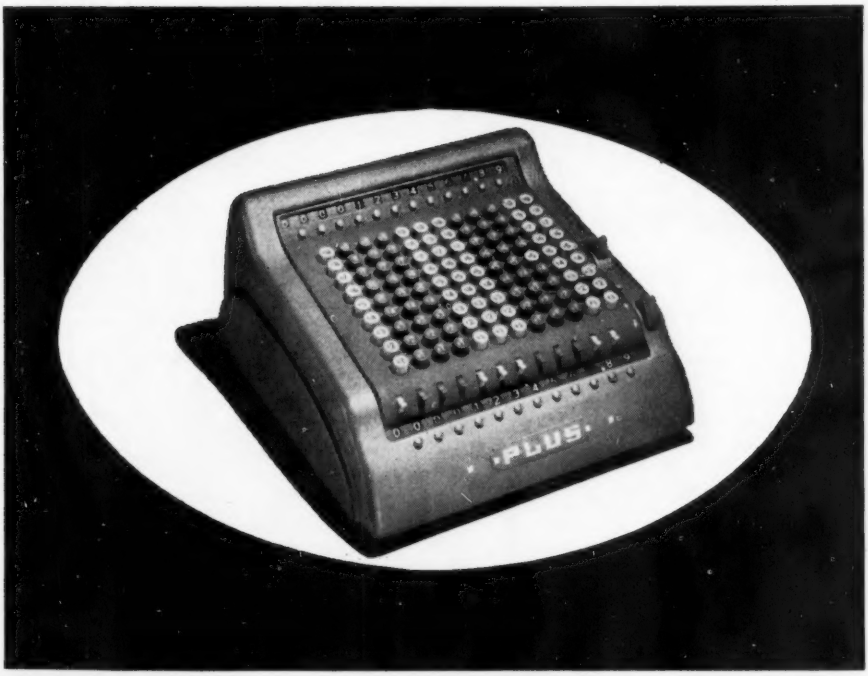
Model 8002—with 2 drop leaves;
Model 8350—35½" height for stand up work;
Model 8352—35½" height with 2 drop leaves

Tiffany Stand Co.

7350 FORSYTH
ST. LOUIS 5, MO.

At Better Dealers Everywhere

For More Information Circle No. 414



Duplex Electric Model 912 ED— *(Illustrated)* features extra 'Memory' Register, Automatic Accumulation, Subtraction and 'Full Cent' *but* represents no greater investment than other ordinary single register machines.

PLUS

- RAPID ADDERS
- HAND OPERATED CALCULATORS
- SIMPLEX ELECTRIC CALCULATORS
- DUPLEX ELECTRIC CALCULATORS

Plus Computing Machines, Inc.

5 Beekman Street, New York 38, N. Y.
Telephone REctor 2-0045

Plus Computing Machines, Inc.
5 Beekman St., N. Y. 38, N. Y.
Without obligation:

☐ Please arrange free demonstration in my office.

☐ Please send complete literature on your line of PLUS equipment.

Name_____

Company_____

Address_____

City_____ Zone_____ State_____

For More Information Circle No. 436

Expensive Waiting

for a LIGHTNING LETTER OPENER

Stop this daily waste of time and start every business day in high gear by equipping your mailroom with a Lightning Automatic Letter Opener. In two or three minutes, it will open all the mail that formerly took an hour to slit by hand. No sorting for thick or thin, small or bulky envelopes — the Lightning Model A-9 opens them all without any adjustment, and with complete safety of contents.

FREE TRIAL IN YOUR MAILROOM

Try the new Model A-9 Lightning Letter Opener in your own office without expense or obligation. Write today for full particulars.

The Model A-9 Lighting Letter Opener has the beauty befitting its mechanical excellence. Unskilled help can operate it safely and efficiently. Manual automatic letter openers also available.

SAFELY OPENS 500 LETTERS A MINUTE . . . NO CLIPPED CORNERS . . . NO DAMAGED MAIL
THERE IS A LIGHTNING LETTER OPENER TO MEET EVERY MAILROOM NEED!

The World's Standard for a Quarter-Century.

Also See the Lightning Letter Sealers. Visit Our Exhibit at the National Business Show, Booth N. Cen. Sec. 108, New York, Oct. 15-19.

THE BIRCHER COMPANY, INCORPORATED

192 MILL ST., ROCHESTER 14, N. Y.

For More Information Circle No. 370

This Carbon...
WILL PASS THE TEST!

At this very minute, all over the country, thousands of stenographers have STORMS carbon paper poised, ready to place between two sheets of paper and insert into their typewriters. It is at this moment that these stenographers realize the extraordinary handling qualities of STORMS carbon. Silky smooth, non-curling, slip-resistant and extreme serviceability . . . the keys to perfect typing performance. STORMS carbon paper is available in many weights, grades and finishes. Some of the famous STORMS brands are . . . Records Eternal — Cameo — Reliance — American — Cleangrip — Clean-Pull and H.M.S. You'll find them all right at the top in today's high quality carbon paper requirements. Let us tell you more.

"The Complete Line that Stands the Test of Time"

STORMS SERVICE BUREAU

The Storms Service Bureau is ready to help you with special applications of Carbon Paper, Inked Ribbons and Carbon Rolls. You are invited to consult with Storms whenever you get such requests from your customers. No obligation, of course.

H. M. STORMS COMPANY

STORMS BUILDING • BROOKLYN 38, N. Y.

H. M. STORMS COMPANY
Storms Building, Brooklyn 38, N. Y. O-10
Gentlemen:

☐ We would like to know more about the profit possibilities of Storms Carbon Paper. Please send complete information.
☐ We would like a copy of the Storms Catalog.

NAME_____
COMPANY NAME_____
ADDRESS_____
CITY_____ZONE_____STATE_____

For More Information Circle No. 226

the chair of distinction

...now in metal

posture-perfect
everlastingly beautiful

for the successful men in business

MODEL M-9000
Executive Posture Chair

Write for details

Milwaukee **metal-lux**

there is nothing finer in metal

MILWAUKEE METAL FURNITURE COMPANY • 101 N. Campbell Ave., Chicago 12, Ill.

For More Information Circle No. 225

National Business Show in New York

THE ANNUAL National Business Show will be held from October 15 to 19 in New York's vast, new $35-million Coliseum exhibition building, said to be the largest of its type in the world and especially designed for shows such as this. Completely air-conditioned it has 391,500 sq. ft. of exhibit space which can be used for a single show or for four separate shows, all with separate lobbies, box offices and visitor transportation facilities. Numerous meeting rooms for the use of exhibitors and associations allied with the current ex-

The Coliseum, New York's new exhibition building, where the National Business Show will be held this month.

RUDOLPH LANG

Managing Director of The National Business Show

hibition are conveniently located in the structure and offer seating accommodations for from 25 to 10,000 persons. The showing of large or heavy exhibits presents no problem because the largest truck and trailer combinations on the road can drive directly to the first or second floors, and freight elevators will handle up to a 38-ton load at one time.

The Coliseum's shadowless lighting is provided by 46,000 fluorescent lamps for a daylight effect throughout the exhibit area. Every service facility is available to each exhibition space, such as water, gas, steam, electricity, compressed air, telephone, vacuum, drainage, radio and television. A zoned public address system can pick up any section of the building or beam music or speeches to any specific area.

The unparalleled services for exhibitors are matched by the conveniences for persons who visits the exhibits. Located in the geographical center of Manhattan, the building is easily accessible to all local transit systems. Its basement and sub-basement provide space for parking 850 cars with direct elevator service from the garage to all exhibit floors. There are food and beverage bars and rest rooms on each floor, plus a 350-seat cafeteria and bar-lounge—all equipped to handle crowds without congestion. Nine high speed passenger elevators and five sets of escalators reduce visitors' fatigue and make it more enjoyable to see all exhibits.

Since its opening last April, the Coliseum has attracted record-breaking crowds to every show held there. There is little doubt that this will be the greatest National Business Show ever held, both in attendance and exhibits. No one, executive or office worker, will want to miss this opportunity to see the latest in office equipment demonstrated in the most modern exhibit building. Here you will see the equipment that has been created to do better clerical work, in less time and under improved working conditions for personnel.

This year's show will occupy three floor levels at the Coliseum covering an area of five acres and will feature a Theme Center showing a purchasing office of the future, designed by J. Gordon Carr, A.I.A. Technical advisor for equipment methods and procedures will be George Gutekunst.

EXHIBITORS AT THE NATIONAL BUSINESS SHOW IN NEW YORK, OCTOBER 15-19

Accounting Systems Co.
Acme Visible Records, Inc.
Addo Machine Company, Inc.
Addressograph-Multigraph Corp.
Adrema Werke, GmbH
Aims Photographic Equipment & Supply Corp.
Ajax Business Machines
Alden Systems Co.
Allen Communications, Inc.
All-Steel Equipment, Inc.
Alma Desk Co.
Alma Office Machine Corp.
American Airlines
American Automatic Typewriter Co.
American Business Systems
American Dictating Machine Co.
American Map Co.
American Perforator
American Photocopy Equipment Co.
Art Steel Co.
Atlantic Microfilm Corp.
Atlantic Register Co.
Atlas Stencil Files Corp.

Bankers Box Co.
John Barfoot, Inc.
Bates Accounting Forms Co.
Better Packages, Inc.
Billen Engineering & Sales Co.
Bircher Co.
A. Blank, Inc.
Bohn Duplicator Corp.
Boston Water Purifier Co.
Charles Bruning Co.
B. H. Bunn Co.
Burroughs Corp.

Calculagraph Co.
The Canadian Office
Carteret Printing Co.
Chart-Pak, Inc.
Cincinnati Time Recorder Co.
Clark & Gibby, Inc.
Clary Corp.
Classic Calculators, Inc.
Coffee Vending Service, Inc.
Collamatic Corp.
P. F. Collier & Son Corp.
Collister Corp.
Colonial Salesbook Corp.
Commercial Controls Corp.
Comptometer Dictation Division
Connecticut Telephone & Electric Co.
Conover-Mast Publishing Co.
Consolidated Business Systems, Inc.
Consolidated International Equipment & Supply Co.
Copease Corp.
Copycat Corp.
Copy-Craft, Inc.
Cormac Industries
Cromwell Printery, Inc.
Cummington Corp.
Davidson Corp.
DeJur-Amsco Corp.
Denominator Co.
A. B. Dick Co.
Dictaphone Corp.
Dicto Electronics Corp.
Dictograph Products, Inc.
Diebold, Inc.
Ditto, Inc.
Documation, Inc.
Duophoto Corp.
Duplomat Co. of America

Eastman Kodak Co.
Thomas A. Edison, Inc.
Elbe File & Binder Co.
Elliott Addressing Machine Co.
Embosograf Co.
Encyclopedia Britannica
Engler Instrument Co.
Evans Metals Products, Inc.
Evans Specialty Co.
Ever Ready Label Corp.
Executone, Inc.

Facit, Inc.
Federal Telephone & Radio Co.
Felins Tying Machine Co.
Felt & Tarrant Mfg. Co.
Ferris Business Equipment, Inc.
First National City Bank of N. Y.
Friden Calculating Machine Co.

General Binding Corp.
General Photo Products Co.
Gestetner Duplicator Corp.
Goodyear Printing & Stationery Co.
Graphic Microfilm Corp.
Gray Audograph Co.
Great Bear Spring Co.

Haloid Co.
Halverson Products Corp.
John Hancock Mutual Life Insurance Co.
Philip Hano Co.
Harding & Harding
Harris-Seybold Co.
Harter Corp.
E. F. Hauserman Co.
John D. Hawkins Co.
Heat-Timer Corp.
Heller Corp.
Edgar M. Henry Corp.
Heyer Corp.
Allen Hollander Co.
Hunter Electro-Copyist Agency, Inc.
Hygienic Phone Service, Inc.
Infra Electronic Corp.
Inserting & Mailing Machine Co.
Inter-Continental Trading Corp.
International Autopen Co.
International Business Machines Corp.
Itkin Bros.

Johnston Adding Machine Co.

Kelvinator Div., American Motors
Knoll Associates
B. J. Kolber Co.
Korda Industries

La Oficina
Letterex Corp.
Lithoplate, Inc.
F. G. Ludwig, Inc.
Luxo Lamp Corp.

Macey Co.
Machine Statistics Co.
Maggie Magnetic, Inc.
Magne-Dex Sales of New York
Magnetic Recording Industries
Harold Mannheimer Organization
Manpower, Inc.
Marchant Calculators, Inc.
Marnay Sales & Mfg. Co.
Marsh Stencil Machine Co.
Maso Steel Products, Inc.
Master Addresser Co.
McBee Co.
McCaskey Register Division
Michael Lith, Inc.
Microcard Corp.
Microtext Publishing Corp.
Miles Reproducer Co.
Minnesota Mining & Mfg. Co.
Monroe Calculating Machine Co
Mosler Safe Co.

National Bundle Tyer Co.
National Cash Register Co.
New York Telephone Co.
NuArc Co.

THE OFFICE
Office Equipment Exporter
Office Executives Assn. of N. Y.
Old Town Corp.
Olivetti Corp. of America
Oxford Paper Co.
Ozalid Div., General Aniline & Film Corp.

Paillard Products, Inc.
Peerless Photo Products, Inc.
Photorapid of America, Inc.
Pitney-Bowes, Inc.
Plastic Binding Corp.
Plus Computing Machines, Inc.
Polychrome Corp.
Printhouse Co.

Rapidprint Time Recorders, Inc.
Record Controls, Inc.
Recordak Corp.
Recording & Statistical Corp.
Regina Services Corp.
Regna Cash Registers, Inc.
Remington Rand Division, Sperry Rand Corp.
Rex-O-Graph, Inc.
Rex-Rotary Distributing Corp.
Rite-Line Corp.
Roberts Numbering Machine Co.
Robertson Photo-Mechanix, Inc.
Rockaway Metal Products Corp.
Rotary Forms Printers Guild
Royal McBee Corp.
Royal Typewriter Co.

Safeguard Corp.
Scata-Grime Mfg. Corp.
Seaboard Blanket Distributing Co.
Seal-O-Matic Dispenser Corp.
Siemag Office Machine Corp.
Simplex Time Recorder Co.
Smith-Corona, Inc.
Soundscriber Corp.
Spector Freight System, Inc.
Speedograph, Inc., of New York
Speedry Products, Inc.
Standard Duplicating Machines Corp.
Standard Manifold Co.
Staplex Co.
Steiner Rouse & Co.
Stewart-Warner Electronics
Swift Business Machine Co.
Swingline, Inc.
Systematics, Inc.

Tab Products Co.
TelAutograph Corp.
Telecom, Inc.
Tele-Norm Corp.
Telephone Cleaning & Sterilizing Co.
Thomas Collators Inc.
Tiffany Stand Co.
Times Facsimile Corp.
Traveletter Corp.
Tripard Mfg. Co.
Tru-Rite, Inc.

Underwood Corp.

Van Son Holland Ink Corp. of America
Vari-Typer Corp.
Veeder-Root, Inc.
Victor Adding Machine Co.
Visirecord, Inc.
Visi-Shelf File, Inc.

Waltham Salesbook Co.
Wassell Organization, Inc.
Watson Mfg. Co.
Alfred Allen Watts Co.
Weber Marking Systems
Webster Electric Co.
Western Union Telegraph Co.
Wheeldex & Simpla Products, Inc.
Widmer Time Recorder Co.
Willoughby's
Workman Service Inc. of New York

J. Arthur Grundy (left), president of the Office Executives Assn. of New York and manager of vocational promotion for Remington Rand, and George W. Oliver, Jr., chairman of OEA's National Business Show committee and president of Thomas Collators, Inc., with Joan Crawford who was chosen Queen of the 1956 National Business Show.

The Theme Center will feature what the planners foresee as the machines of the 1970 office. These will include the TV telephone; microfilm readers for remote access to information in a main storage area; an inventory control chart giving the manager complete control of critical items; microfilm file with a robot master microfilm unit; facsimile transceiver for sending and receiving internal communications; a 1970 electronic typewriter providing accurate side margins and interchangeable type; and small audio visual equipment, easily concealed in interview areas.

Rudolph Lang, managing director of the National Business Show, stated that, "At no time in the past 52 years has the National Business Show been able to deliver to an interested audience the many new products, methods and systems it will this year. We believe that this will continue to grow with the years as it is apparent that the industry is on the threshold of a new era and concept in processing the vital office records which control America's vast industry. No company, large or

small, can fail to recognize the importance of timely and up-to-the-minute figures for the guidance of management's decisions and survive in a competitive system. Electronics in the office are in their primary stage. While development has been rapid, it cannot keep pace with management's needs. The next decade will mark a thorough revolution and will witness the introduction of electronic office equipment by firms not at present commonly accepted as suppliers of these items. This by no means indicates the complete obsolescence of present-day methods which must be integrated in the new procedures. Visitors will see demonstrations of the most advanced current techniques and will be able to compare competitive items at one time and one place in the greatest assemblage of the tools of management."

In recent years, the office equipment industry has grown tremendously and it continues to expand as a wider range of techniques are developed for, or adapted to, office work. This expansion itself means more clerical work as it creates more jobs in other fields. For instance, to light, floorcover, soundproof and air condition offices, $641 million are spent annually; 2½ million pounds of one-time carbon paper are used monthly in business forms; servicing typewriters requires 42,000 men and $10 million of parts and tools are used annually and, just to keep them clean cost $1½ million a year. Over ten million gross of lead pencils are used yearly at a cost of nearly $50 million. Nearly 50,000 men are employed yearly to keep other office equipment, aside from typewriters, in good working order. Over 40 million fountain pens, 122 million ballpoints, 61 million mechanical pencils and 2 million desk sets are used in a year. To correct our mistakes, over 2 million pounds of erasers are used yearly at a cost of almost $6 million.*

The National Business Show is owned by the Office Executives Assn. and operated on a non-profit basis to acquaint over 100,000 executives with the advances in equipment for use in their offices. Personnel can learn of any and all changes made in equipment and procedures in order to make their job performance more efficient, more valuable and more productive to their employers. The Office Executives Assn., in order to continue sustained interest in this profession, awards annual scholarships, made possible by the National Business Show, to outstanding students to enable them to continue their studies in this field.

The National Business Show will be open daily from 1 to 10 p.m. and tickets will be available without charge from all exhibitors (see list on page 75). Businessmen and women can also obtain tickets by applying at the Coliseum's entrance lobby when they visit the show.

The 1956 East Coast Regional Convention of National Office Machine Dealers' Assn. will be held Oct. 16 in the Coliseum, according to Samuel Stein, president of the New York Chapter of NOMDA. This is the first eastern regional convention in the association's history and members from New England, Philadelphia, Baltimore, Washington, Pittsburgh and New York State will attend during the National Business Show.

* Statistics are quoted from *The Office Equipment Industry*, Office Publications Co., New York, 1956.

The new Univac electronic data processing office of John Hancock Mutual Life Insurance Co., Boston.

John Hancock Converts from Punched Cards to Magnetic Tape

ROBERT E. SLATER
Vice President and Controller, John Hancock Mutual Life Insurance Co., Boston

PUNCHED CARDS are becoming obsolete for an operation processing millions of cards a year. Our office uses some 95 million punched cards a year and processes over 200 million cards a month. Because of this volume and the relatively slow speed of punched card equipment, as compared with the micro-second and milli-second speeds of electronic equipment, it was necessary for us to seek a new medium to process and store accounting as well as statistical data.

As a result of a preliminary study, we embarked upon a large scale program to converting our manual records to punched cards. The greatest advantage in converting to punched cards was that it placed the company in a better position to convert its records at some later date to a large digital computer. I do not wish to imply that you should not convert directly from manual records to magnetic tapes. Some life insurance companies are doing this very thing, but it is easier to convert to magnetic tapes from punched cards than from manual records. However, if our procedures were not now mechanized, I would not advise converting to punched cards before going to magnetic tapes.

The problem of random access to data on magnetic tapes, we believe, has been solved by a program of decentralization of service functions to the field office. Under this program, the making of policy loans, payments on surrendered policies, payment of death claims, etc., within certain broad limits, are performed locally and the records of such transactions referred to the home office

As a by-product of other work, a punched card called a status card is forwarded to the field office each year for every policy in force. This status card gives the information required to perform all service functions for the policyholder. We anticipate 94% of all such transactions will be completed in the field. On the remaining 6%, the status card is forwarded to the home office and the transaction completed without reference to any data on magnetic tape. It is also anticipated that a status card will be a by-product of our work on the digital computer, as it has been a by-product of our punched card processes.

Not only do we believe that the decentralization program has solved the problem of random access to magnetic tapes, but it has greatly improved service to our policyholders at an actual reduction in cost.

About two years ago, we undertook a thorough investigation of electronic devices, as it appeared the time had come to enter the electronic field. The ordinary insurance field was selected for preliminary study because it involved millions of items which would tax the capabilities of any of the large scale digital computers, either available or known to be on the drawing boards. Our approach was to block diagram the various operations so that we could then apply the work to any of the computers.

We sent a team of men to all the available schools. Four men worked full time on this job in addition to many who spent time in varying degrees on the studies made. In all, I estimate that 10,000 manhours at a cost of approximately $50,000 was needed to determine the best equipment to select for our use. It should be remembered, however, that this cost is to some extent theoretical as

the individuals involved would be on the payroll regardless of whether or not they were working on this assignment.

The subject of purchase vs. rental was studied at great length. I became convinced that for a company like the John Hancock that will operate the equipment around the clock, the equipment should be eventually purchased. Obsolescence has been considered to be an important factor but, in reality, it is an unimportant item. If equipment can be run on an around-the-clock basis, and I believe that it should be, then two years rental will about equal the purchase price of the equipment. Anyone with practical experience knows there is no problem of obsolescence in a period much longer than even two years.

The various operations to go on the computer having to do with ordinary insurance are as follows: 1. Premium billing involving 2,000,000 policies and 5,000,000 premium notices annually; 2. Premium accounting; 3. Dividend accounting; 4. Commission accounting; 5. Loan accounting; 6. Valuation of policy liabilities; 7. Dividend calculations; 8. Mortality studies; 9. New issues and terminations. We are proceeding, operation by operation, rather than place all operations for a block of business on the computer and then proceed with further blocks of business. Experience gained on programming one operation is helpful in setting up the others.

Nineteen people worked full time on the job. The manufacturer, Sperry Rand Corp., supplied several skilled technicians to help us with the first application. In addition, two other officers of our company, and I, spent a good part of our time supervising the installation of the equipment and conversion of the records to magnetic tape. It was anticipated that it would be necessary to add to this staff as other operations were added to that of premium billing.

We had planned to have premium notices prepared from Univac equipment for a small group of offices in April of this year, and convert all of our 2,000,000 policies before the end of 1956. Plans are already under way for the addition of other operations and I am hopeful that the end of 1957 will see the conversion of the ordinary insurance function to magnetic tape completed. We are aiming to have all necessary information on any policy kept in one place on the tape and thus eliminate the 25 possible places presently required to store information on punched cards.

Electronics is a new field and there has been considerable discussion as to who can do the best job of determining the proper method, as well as do the best job of placing the operations on the equipment. There is no substitute in this assignment for the employees of your company; no one can do the job better than they. Individuals who attend a programmer's course lasting six weeks only learn the basic philosophy of how electronic devices work. They do not acquire the ability to do the high quality type of work which is needed for the most effective use of computers. It is necessary to have their work supervised closely by a programming specialist. This individual can usually be obtained from the manufacturer on a temporary basis.

Because of the large expense entailed in acquiring a computer, either on a rental or purchase basis, I feel most companies will prefer to have their own opinions checked by professionally qualified consultants. We firmly believe that the introduction of electronic equipment will not mean that anyone will lose his or her job. We have had considerable experience with mechanization in the past and no one has lost a job. There has been an actual upgrading of job levels. I believe that much of the monotony of office work will be eliminated by electronic devices, and that American business will be in a position to approach the automatic office.—*From an address at American Management Association's special conference on Electronics at Work.*

Why Don't More Offices Use Motion Studies?

J. P. LESPERANCE

Professor of Management, Director of Time and Motion Study Laboratory, University of Miami, Coral Gables, Fla.

MOTION STUDY is what its title implies: simply the study of material, paperwork, machine and human movements. This is a very simple definition. To be more explicit we can say that motion study is the investigation of movement performed in any piece of work and the development of methods which make the work easier to do and therefore obtain more production per employee for the same or less expenditure of energy.

In motion study analysis, the work simplification engineer must consider the following factors:

1. The techniques of motion study which constitute the normal stages through which every analysis must pass.

2. The human element. From the start to the conclusion of the investigation, one strange unknown is intermingled with the techniques of motion study—human behavior.

3. The economics of motion study. This deals mainly with the cost factor and will interest top management more than any other issue since it indicates tangible results in the profit and loss statement.

Bearing in mind the general tenor of these definitions, let us look at one phase of motion study (a sadly neglected one, too). That is motion study applied to office management. Volumes have been written on other aspects of this work, but relatively little has been done in this important field. To apply motion study to the office means to use it in relation to clerical work.

Many believe that a motion study program in their office would demand a great deal of expense by hiring experts to do the work and purchasing or renting costly equipment. Of course, some expense, and at times a seemingly large expense, is necessary. But when charted scientifically the breakdown will show that the total savings over a period of time, often not longer than six months, will by far outbalance the cost of setting up the motion study.

The office setting should be looked upon and treated as are all other parts of the company in initiating a motion study program. You can set performance standards in office work just as it is done in the factory. To begin, ask the usual questions: Is the work being done necessary? Does it duplicate work being done elsewhere? Can it be combined with some other work? If it is necessary and is not duplicating other activity, is it being done in the most effective way?

Next, make flow process charts and flow diagrams of all clerical operations to determine in detail precisely how jobs are done now with a view to simplifying individual jobs and redistributing routine tasks to lower job classifications.

Starting the motion study project in the office is ofttimes the most difficult and harassing part of the job. To gain the complete support of employees, and keep their enthusiasm at a high peak, is not only advisable but necessary if the job is to be carried through most effectively.

Motion study may be applied to every part of the office. That little has been done in this field is evidenced by the lack of reading material of any sort in the libraries. The office is such a vital part of any business that it seems hard to imagine the lack of interest.

The reasons for this may be many: imagined expense, laziness on the part of top management in getting the program started, opposition from workers and in some cases unions. But when we study the advantages to be gained, the reluctance on the part of many companies to initiate such a program seems unfounded for any concrete reason.

Program of SPAA General Sessions

MONDAY MORNING, OCTOBER 22

SYSTEMS AND PEOPLE—HOW THEY WORK IN THE SOVIET UNION VS. THE U. S.: J. A. Livingston, *Financial Editor, Philadelphia Bulletin.*

THE HUMAN EQUATION IN SYSTEMS WORK: Dr. Alfred J. Cardall, *Cardall Associates, Philadelphia.*

SYSTEMS AS A CHANNEL OF COMMUNICATIONS: Leslie Matthies, *Northrop Aircraft, Inc., Hawthorne, Calif.*

OPERATIONS RESEARCH APPLIED TO OFFICE FUNCTIONS: Leslie C. Edie, *Port of New York Authority.*

MONDAY AFTERNOON, OCTOBER 22

AN EXPOSURE TO CREATIVE THINKING: Dr. B. B. Goldner, *LaSalle College, Philadelphia.*

GUIDES TO INVENTORY CONTROL: Dr. Arthur A. Brown, *Arthur D. Little, Inc., Cambridge, Mass.*

SOLVING AN INVENTORY PROBLEM ON AN IBM-702: Two-way closed circuit television demonstration from U. S. Naval Aviation Supply Office, Philadelphia.

TUESDAY MORNING, OCTOBER 23

NEW DEVELOPMENTS: National Cash Register Co. and Underwood Corp.

IMPACT OF AUTOMATION ON MANAGEMENT: Carroll W. Boyce, *Factory Management & Maintenance, New York.*

NEW DEVELOPMENTS: Commercial Controls Corp. and Burroughs Corp.

THE MOUNTING TIDE OF PAPERWORK: W. O. Twaits, *Imperial Oil Ltd., Toronto.*

WORK SMARTER—NOT HARDER: Allan H. Mogensen, *Work Simplification Conferences, Lake Placid, N. Y.*

TUESDAY AFTERNOON, OCTOBER 23

NEW DEVELOPMENTS: International Business Machines Corp. and Remington Rand Div. of Sperry Rand Corp.

SYSTEMS IMPLEMENTING MANAGEMENT CONTROL: Douglas S. Sherwin, *Rubber Chemicals Div., Phillips Chemical Co., Bartlesville, Okla.*

INTERDEPENDNCE—MANAGEMENT AND SYSTEMS: Lawrence A. Appley, *American Management Assn., New York.*

INTEGRATED DATA PROCESSING: E. P. Little, *Anderson-Nichols Co., Boston.*

TUESDAY EVENING, OCTOBER 23

BANQUET: Dr. Nathaniel Cantor, *University of Buffalo, N. Y.*

WEDNESDAY MORNING, OCTOBER 24

OPERATIONS RESEARCH IN MANAGERIAL SYSTEMS: David B. Hertz, *Popular Merchandise, Inc., Fairlawn, N. J.*

THESE CHANGING TIMES: Fred V. Gardner, *Fred V. Gardner & Associates, Milwaukee.*

NEW DEVELOPMENTS: Addressograph-Multigraph Corp. and Radio Corp. of America.

A DELICATE BALANCE: Harold C. Scott, *Albert M. Greenfield Co., Philadelphia.*

9th International Systems Meeting In Philadelphia October 22-24

HEAVY ADVANCE registrations indicate that this year's will be the best attended International Systems Meeting ever held by the Systems & Procedures Association of America. The annual conference will be in the Bellevue-Stratford Hotel, Philadelphia, October 22-24. Conference theme is People +Systems=Profit, and registrants will have a choice of attending general sessions, seminars and industry group meetings.

The general sessions program has been planned to present the latest systems developments, together with the opinions and evaluations of authoritative speakers. There will be a full schedule of general sessions during the three days and several will run concurrently (see opposite page).

The seminars will be informal discusions at which smaller groups of executives can explore new techniques

Allen Y. Davis
SPAA President

Joseph A. MacQueen
General Chairman

and exchange ideas. Over 20 different seminar subjects are scheduled, each of which will be repeated, under two or three qualified workshop leaders who have been chosen for their knowledge of the subject and their ability in conference management. Because of the appeal of the seminar subjects, some workshops have already been oversubscribed.

The new industry group programs will offer the opportunity for a down-to-earth, practical analysis of systems and procedures in action. Groups have been arranged in several industries to discuss problems peculiar to each, and to put registrants in contact with other systems people in similar industries. The format of these group participation meetings has been arranged so that registrants may enjoy informal discussions with friends between sessions.

For the first time in SPAA's history, an international systems award will be presented to a nationally known person whose contribution is considered significant in the light of SPAA principles.

Educators have been invited to attend round table discussions on techniques for teaching courses in systems and procedures. Under chairmanship of Norman N. Barish of New York University, college and university representatives will be acquainted with the association's activities and its interest in the development of systems analysts.

A closed circuit television presentation of the operation of an IBM 702 at Philadelphia's U.S. Naval Aviation Supply Office will be one of the highlights of the meeting. In a two-way contact, which will permit questions and answers between the assembled conference and Naval personnel, the audience will view a demonstration of the electronic data professor as it is used to provide parts for the thousands of Naval aircraft based around the globe. Working at incredible speeds, the machine automatically handles the ASO operation, said to be one of the largest inventory control problems ever to be turned over to an electronic computor. A typical jet aircraft has over 33,000 different parts, many of them peculiar to that type of plane. The Navy has about 75 different basic aircraft models—jets and other types—and equips them with a variety of about 30 engines. This

JUST FLICK THIS KNOB (highly magnified here, of course) on a Burroughs Sensimatic Accounting Machine and you switch from job to job.

turns one accounting machine into four

UP FRONT JOB SELECTION. This *four-job* selector knob connects with the "brain," or sensing panel, inside a Sensimatic. The panel's hundreds of tiny metal "reflexes" divide up into *four* separate, specialized accounting jobs. You select the job you want instantly, automatically with a simple turn of the knob.

That's why your Sensimatic is so versatile . . . and why *today's* Sensimatic will stay modern *tomorrow*. For when you change accounting methods, you simply change the panel—not the machine. And that's why *big* companies as well as *small* depend on Sensimatics to cut accounting costs . . . to get far more work done in far less time.

This complete Sensimatic flexibility is truly another Burroughs "touch of genius"—equalled only by a Sensimatic's speed, accuracy, and over-all simplicity of operation.

Sensimatics come in six different series—two to 19 totals. We suggest you write us—or, better yet, call our nearest branch office for a demonstration. Burroughs Corporation, Detroit 32, Mich.

For More Information Circle No. 407

Burroughs

Burroughs Sensimatic

"Burroughs" and "Sensimatic" are trademarks

Exhibitors at the SPAA Meeting

Addressograph-Multigraph Corp.
Bell Telephone Co. of Penna.
Charles Bruning Co.
Burroughs Corp.
Commercial Controls Corp.
Cudahy Publishing
Davidson Corp.
A. B. Dick Co.
Dictaphone Corp.
Ditto, Inc.
Thomas A. Edison, Inc.
Electrodata Corp.
Embosograf Corp.
Encyclopaedia Britannica
Ferris Business Equipment, Inc.
Friden Calculating Machine Co.
Gray Audograph Co.
Haloid Co.
International Business Machines Corp.
Magna Crest Sales, Inc.
Monroe Calculating Machine Co.
Moore Business Forms, Inc.
National Cash Register Co.
Ozalid Div., General Aniline & Film Corp.
Recordak Corp.
Remington Rand Div., Sperry Rand Corp.
Shaw-Walker Co.
Standard Register Co.
TelAutograph Corp.
Times Facsimile Corp.
Underwood Corp.
Vari-Typer Corp.
Visirecord, Inc.
Weber Marking Systems
Western Union Telegraph Co.
Wright Line

comes to approximately 450,000 different items stocked at 63 separate shore-based locations, many of which directly supply aircraft carriers and other ships at sea.

J. A. Livingston, syndicated columnist and financial editor of The Philadelphia Bulletin, will be the keynote speaker. His subject will be "Systems and People—How They Work in the Soviet Union Versus the U.S." He recently spent 42 days in Russia where he went to try and find the answer to the question: "Can the Soviet Union achieve its dream of outstripping the U.S. economically, thus becoming the dominant, most productive nation on earth?" He also spent two weeks in other parts of Europe checking the results of Soviet economic programs in Russian satellites.

J. A. Livingston
Keynote Speaker

Since Mr. Livingston's thought-provoking speech on October 22 is expected to arouse many questions among his listeners, arrangements have been made for his return for the luncheon on October 24 to discuss these questions and to show films he took during his stay in Russia.

Full conference registration fee is $85 for non-members. Complete information and program may be obtained from J. A. MacQueen, general conference chairman, Alan Wood Steel Co., Conshohocken, Pa.

Save steps, hours — ***and maybe your business****

***Fire can't burn any of the records in this office**

. . . ALL ARE PROTECTED BY UNDERWRITERS LABELS

EACH DRAWER A SAFE! *Fire-File, with corner cut away shows: Thick, steel-walled, steel-reinforced fire insulation on all six sides of each drawer. Vault-like interlocking drawer front.*

You are looking here at no ordinary office scene. The difference is a new means of record keeping — fire protection for all records *right where they are used.*

This modern *"time-engineered"* equipment not only gives fire protection during working hours when most fires (55%) occur, it pays for itself by saving time and space.

Shaw-Walker makes 46 different types of this time-saving, fireproof equipment — in them your records will always be ready for instant use, even after a fire. You can't afford to gamble — 57% of the businesses who lose records in fires never fully recover.

1. Correspondence, Paid Invoices
2. Accounts Receivable
3. Inventory Control
4. Unshipped Orders, Bills of Lading
5. Checks, Cash, Collection Sheets
6. Customer Card List
7. Payroll Records
8. Paid Accounts, Voucher Checks
9. Accounts Payable
10. Current Work, Reports, Contracts

FREE to Office and Purchasing Executives: *The new, 292-page Office Guide containing hundreds of ideas on how to ease and shorten office work. Write Shaw-Walker, Muskegon 6, Michigan, on business letterhead.*

"Built Like a Skyscraper"

SHAW-WALKER

Largest Exclusive Makers of Office Furniture and Filing Equipment in the World
Executive Offices at Muskegon, Michigan
Branches, Dealers in All Principal Cities

Forms Analysis Can Answer Most Business Problems

DANIEL L. GRANT
Tecco Systems Div., Grant & Atkins, Inc., Management Consultants, New York.

SINCE ALL operations and actions of a business are recorded on its forms, an analysis of a company's forms can provide the answer to practically any management problem. This fact is often overlooked by persons who believe that the control of forms has to do only with the typographical design and printing of sheets of paper.

Generally management sets up its requirements for accounting information. The various operating points have to correlate their results with this accounting formula. There are, of course, various degrees of accuracy of these accounting controls, and generalizations must be avoided. However, it is possible to (a) to set the ideal to be achieved, and (b) define the sensitive, progressive, accurate way to achieve accounting and statistical results which reflect actual operations or transactions. Two generalizations respecting this can be risked tentatively: (a) established accounting and statistical requirements tend to freeze into a pattern, or always fail to adjust sensitively to the ups and downs of actual operating conditions, new experiences and variations; (b) the forms which are used do reflect exactly what goes on. Therefore, we need a correlation between the analysis of the forms which reflect these operations and changes, and statistical controls and reports. It is a question of getting the horse before the cart and keeping him there.

All too frequently you find top management calling in division or plant managers to interpret and explain costs and profits and leakages of one nature or another. Such questions would not be necessary if the accounting and statistical reports reflected clearly and completely what occurs. For instance, we were shown the comparative billing and inventory control costs of two company divisions which were substantially comparable in nature of business, volume and production costs. The cost of office overhead generally, and billing and inventory control costs particularly, were in sharp contrast. It was suggested that we make studies at the respective locations to determine the cause for the differences. Having completed a forms control set-up for the company, including the peculiar plants, little more was required to locate the causes for the differences.

There should be a bottom-up and not a top-down approach in defining accounting and statistical requirements. One of the most effective and basic approaches is through functional coding and analysis of forms because forms must reflect what goes on. The end result facilitates a correlation between accounting requirements and the functions and operations which are to be reflected. This merges the accounting code and a large part of file controls. It takes file planning back to the source of records creation. For management, it is the difference between riding in a boat with a glass bottom through which it can see what goes on beneath no matter how remote, or having to peer over the side or call the underling aboard, as is usually done, to explain what is going on. Since there is no common denominator for methods of explanation, full and true answers are rarely obtained. Rather the boss is sold a bill of goods, or he resists being sold and gets ulcers.

The value of forms control and forms analysis to determine the function which accounting and statistics must record and report, can be clarified by one illustra-

Neutracel: the newest reason why Hammermill Bond prints better, types better, looks better

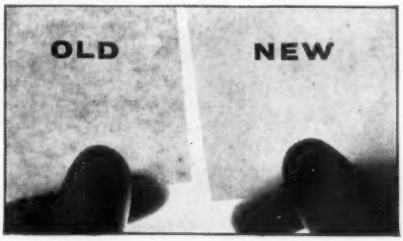
THE MAGIC OF NEUTRACEL

Now hardwood's finer fibers help Hammermill Bond fold more neatly

New printing methods and new office equipment created the demand for specific paper qualities best obtained by *blending* different papermaking fibers. Now with the exclusive process that produces Neutracel® pulp, Hammermill has unlocked the special papermaking qualities that nature grows in northern hardwoods.

The new Hammermill Bond folds more easily and neatly. Neutracel helps the blend of fibers knit more closely and evenly, giving clearer, more attractive formation. You get better printing and typing to make letters more impressive.

It's the newest reason why Hammermill Bond 1) prints better; 2) types better; 3) looks better. Ask your printer to show you samples. Hammermill Paper Company, Erie 6, Pennsylvania.



...yet
HAMMERMILL BOND
with Neutracel's finer fibers, costs no more

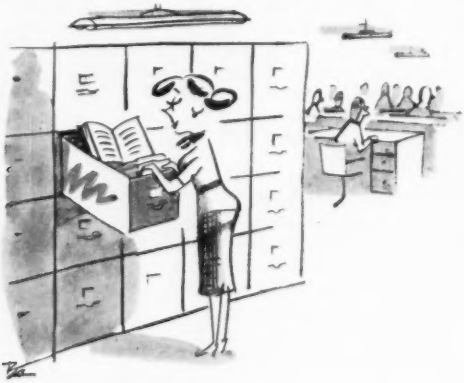
For More Information Circle No. 262

tion. During the last war, a diversified widespread American company turned largely to war production and greatly increased its facilities including a large number of warehouses in various parts of the U.S. Much of the work was classified, and the specialized products had to be correlated with other production. The result was that an extensive statistical and inventory control center developed primarily to supply the Government with its required information. This control operation was located at the approximate center of the country. Its routine was extensive and, after the war, the management of this unit proposed that its work be mechanized. Translating the routines from manual to machine techniques required a substantial amount of analysis and programming. The plan was to send a staff of engineers to prepare the necessary studies and lay plans for the machine installation. It was apparent that the savings would be substantial. Moreover, there was a time factor which was urgent, both for the company and the Government.

Through other work done in forms control it was discovered that we could define the workload of this service office by an analysis of the input and output forms employed. Comparison of the principal ones with home office forms disclosed that only minor adjustments would be required to eliminate the service unit altogether, save most of its total cost, and save a substantial part of four days which were being lost each month. No engineering studies and flow charts were required!

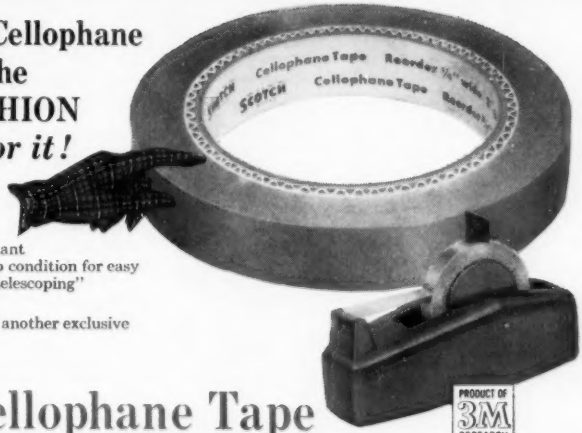
Thus we revert to our proposition that all commitments given or received for goods or services, and all subsequent actions taken with respect thereto, are reflected on forms and that the analysis and engineering of these forms provide the most accurate and economical basis for planning all office operations including, of course, the filing, reference and disposal of records. Greater effectiveness and greater economies can be achieved in meeting the file problem, than by considering filing and records management as a separate project—after the event.

Of course, there are techniques of filing which are important, but they are incidental to the main thesis which is the justification for and use of the records. We can identify them here, but must leave any analysis for other occasions: (a) personnel; (b) coding for file purposes, and (c) file operations and equipment. Each of these is important, and we are doubtless on the verge of revolutionary developments with respect to file coding equipment. Into the latter must be integrated the impact of automation on lines of organization, the facilities of picture making, and tape and drum storage of information to simplify space and reference requirements.



Always a jump ahead...

Only "SCOTCH" Cellophane Tape gives you the unique AIR CUSHION CORE... *Look for it!*



This distinctive corrugated core on commercial rolls of "SCOTCH" Brand tape is important to you. It keeps your tape in top condition for easy unwind, prevents bothersome "telescoping" and resultant waste of tape.

The AIR CUSHION CORE is another exclusive quality feature of

Reg. U. S. Pat. Off.

SCOTCH BRAND Cellophane Tape

PRODUCT OF 3M RESEARCH

The term "SCOTCH" is a registered trademark of Minnesota Mining and Manufacturing Company, St. Paul 6, Minn. Export Sales Office: 99 Park Ave., New York 16, N. Y. In Canada: P.O. Box 757, London, Ontario.

For More Information Circle No. 309

DICTATING/TRANSCRIBING MACHINE (ONE UNIT FOR BOTH OPERATIONS)

You can now have a true magnetic (no needle) dictating/transcribing machine with the miracle magic eraser—and SAVE APPROXIMATELY $70 PER MACHINE as compared to purchase price of other major dictating machines. The new REX RECORDER TN-3 is the finest machine of its kind ever made—WITH THOUSANDS OF SATISFIED CUSTOMERS, all over the world. The NEW roll-tape-tear-off automatic indexing system, is the finest and most efficient system devised . . . and a REX RECORDER TN-3 exclusive. You get perfect and instantaneous place location and visibility.

Only REX RECORDER TN-3 combines the magnetic recording principle with dictating machine system efficiency for maximum hi-fidelity reproduction.

Four years of use by SINGLE MACHINE USERS AND LARGE CORPORATIONS using as many as 400 REX RECORDERS has proven that the REX RECORDER is one of the most repair free machines for dictating and transcribing.

The MAGIC ERASER—permits re-use of the unbreakable REX RECORDER disc more than 10,000 times. MAGNETIC (no Needle) RECORDING. No Stylus to wear, no scratchy dictation.

Single word back spacing. Dictate and transcribe on one machine. Light and easy to carry. Speaker playback in microphone. Automatic push-button operation. Excellent for conferences and close talk.

EXCLUSIVE NATIONAL DISTRIBUTOR . . .

AMERICAN DICTATING MACHINE COMPANY, INC.

65 Madison Avenue • New York 16, New York • MUrray Hill 4-3554

ESTABLISHED 1923

For More Information Circle No. 179

The Accountant And His Work In Ancient Times

ROY HOPKINS

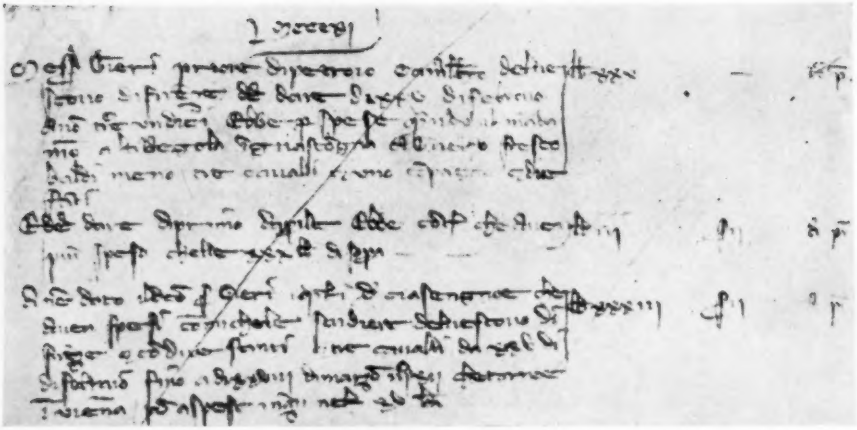
One time Assistant Editor of the London (England) Economist.

THROUGH the tumults of centuries, fooling the toilers with number magic, from prophecies of floods, to recording kings' treasuries and inventing currencies, through trial and error, he now becomes the strongest pillar in our social fabric—the accountant.

With the brilliance of the most famous conductor of a mighty orchestra, the modern accountant with his amazing supporting batteries of electronic calculators bids fair to be numbered amongst the world's most prominent men. Strange to relate, it is only of recent years that his craft has received a much needed measure of praise. Romantic writers in the past have sought to belittle his character. Dickens refers to the "melancholy ghosts of departed bookkeepers who had fallen dead at the desk."

Many of the unkind thrusts made at bookkeepers by writers were perhaps on the truthful side, although undeserved in not a few cases. The bookkeeper was

Taking inventory of the kings' treasuries in Egypt, about 4000 B.C.



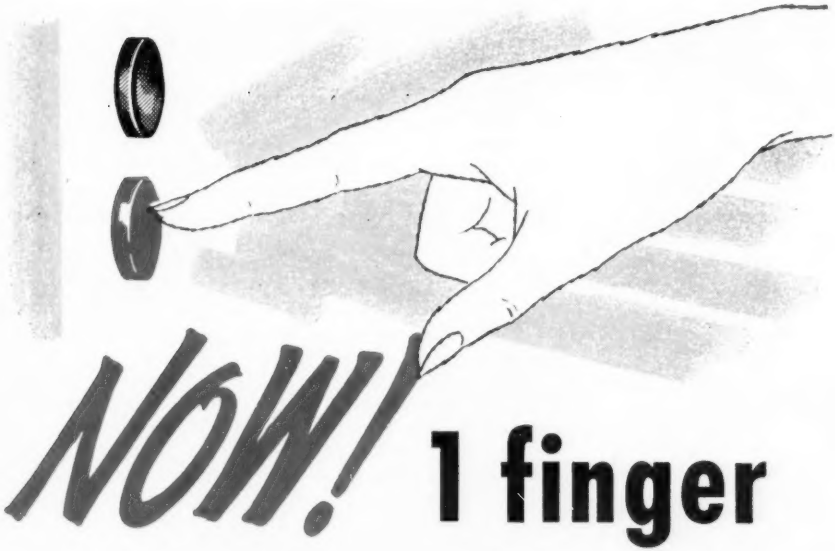
Perhaps the earliest record of balanced accounts, this is from the account book of members of the Company of Frescobaldi, merchants of Florence. It records (in Italian) details of the company's branch expenditures in Rome for the year 1311. Accounts which balance are cancelled.

only too often, in centuries gone by, a man who had failed in other walks of life. Frequently it was a job given to a poor relative, or the result of a friendly gesture and understanding. Academies for training bookkeepers were few and far between and generally the atmosphere of a counting house was one of gloom. These shadows might have been some strange legacy from the cloisters, for clerks or priests all through the centuries practiced the mystic art of figuring and, as commerce became an important part of daily life, it is from these learned *clercs* that the bookkeeper and then the accountant evolved.

When the progressive head of a modern accounting department surveys his batteries of calculating machines, it is not altogether unpardonable if he revels with pride in the busy atmosphere as he strides down between the rows of faithful and accurate recorders guided by fair and happy operators. Please don't detract from these magical achievements by pointing out that the slip or voucher system, perhaps even punched cards, are after all, only a reversion to the excellent method practiced in Babylon in 2600 B.C. In that very up-to-date city of the past, the punched card system was probably known as the portable slab or tablet record of commercial (or state) affairs.

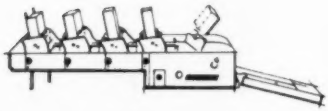
In ancient (about 4000 B.C.) Egypt the office of Lord High Treasurer was a very responsible one. To give him the correct title appertaining to his lordly office, we should address him as Lord High Treasurer of the Royal Treasury and House of Silver, the latter part of the title being a reminder of the days when silver was preferred to gold. Currency was unknown in those times, at least as we understand the term today. Gold, silver, copper and other metals existed as lumps or odd size ingots, ornaments, or implements of industrial or social use. These, no doubt, were set down in specially classified lists as suitable articles of barter, together with several headings of agricultural produce and, indeed, all those things of life which men and women desire or need from day to day.

The royal treasury must have been a wonderful store house. Payments of dues and taxes were made to the royal



NOW! 1 finger replaces 16 hands

CUMMINGTON "PAPERMATIC CONTROL" CUTS MAIL INSERTING AND COLLATING COSTS



THE NEW CUMMINGTON INSERTING AND SEALING MACHINE Handles widest range of envelopes at rate of 3,500 per hour. Available in one, two, three, four and six station models. Priced to pay for itself in less than a year.

THE CUMMINGTON 8 STATION COLLATOR — Handles wide range of paper weights and sizes. Gathers over 10,000 sheets per hour. Costs less to buy . . . less to operate.

SEE BOOTH NO. 1031J
National Business Show
October 15-19, 1956
New York Coliseum
New York City, N. Y.

For further information write:

CUMMINGTON

CUMMINGTON CORPORATION
620 COMMONWEALTH AVENUE
BOSTON 15, MASSACHUSETTS

For More Information Circle No. 413

house for the most part in corn, but often in other kind and it was in some queer mixed parcels that the king's servants were paid for their labors.

Cattle, cereals, oils, metals, food and raiment "all that the heavens give; all that the earth produces, all that the sun yields," went to make up the background of a vague coinage in which Pharaoh's subjects paid their tribute, a coinage, be it remembered, on which all the faithful retainers of the dynasty received their commissions.

It would be instructive to know the lines upon which the Lord High Treasurer organized his exchange problems. He probably found some common unit of exchange. His accounts must have caused him grave concern from time to time. It is very unlikely in a lean year that he would turn away any contribution to the royal coffers, however much of a white elephant it was. Taxes would be difficult to collect and the royal master, no fool, would say, take anything we can get.

In striking contrast, Rome had very precise ideas on the importance of correct account keeping. The great Roman orator, Cicero, was quite definite on the subject of recording accounts meticulously when he declared that the custom of keeping a ledger was very desirable because it was not wise for men to place trust in fleeting memoranda. Read the following eloquent pleading from the great master of forensic oratory:

"He confesses that he has not this sum entered in his ledger but he asserts that it does appear in his memoranda. Are you then so fond of yourself, have you such a great opinion of yourself, as to ask for money from us on the strength, not of your ledger, but of your memoranda? To read one's account books instead of producing witnesses is

---

Summa patet.

Item bought of Richard Laykyn mercer xiiij yerdes j q*u*art di p*ur*pull veluete for a trappo*ur* price of euery yerde xiijš iiijđ ix ŧi xjš viijđ

Item xxvj yerdes di blue veluete for a trappo*ur* price the yerde xjš xiiij ŧi xjš vjđ

Item xiiij yerdes di blue Sarsinet for tru*m*pet ban*er*s ad vš viijđ the yerde iiij ŧi ijš ijđ

Summa xxviij ŧi vš iiijđ

Item Bought of An*er*ee Rawson vj yerdes a naylle of white clothe of golde vpon Satyn grounde price the yerde xlš xij ŧi ijš vjđ

Item iiij yerdes di clothe of golde vpon satyn grounde price the yerd xlvjš viijđ x ŧi xš

Item iiij yerdes di di q*u*art*er* white clothe of golde tisshue for the henx*men* price of euery yerde xxxš vj ŧi xviijš ixđ

Item iij yerdes j q*u*art*er* a naille white clothe of golde vpon Satyn gro*un*de for the garnysshyng of the trappo*ur*s price the yerde xlš vj ŧi xijš vjđ

Items reprinted from an account book of 1470 which used Roman numerals.

For letters that matter — that speak for and sell the high caliber of your company only Webster's Silk Star will do and here's 3 big reasons why:

★ **Silk Star makes crystal clear, clean cut impressions.**
★ **Silk Star is consistently strong.**
★ **Silk Star is extra-long for extra service.**

***WRITE FOR FREE SAMPLE** on your letterhead. Indicate make of typewriter and type face (pica or elite).

Available in all standard colors and combinations.

Make it clear... make it **Webster's**

AT LEADING STATIONERS EVERYWHERE

F. S. Webster Co., 8 Amherst St., Cambridge 42, Mass.

For More Information Circle No. 420

The accountant at work in the middle ages. An illustration from Cicero's "Officia," 1531.

a piece of arrogance; but is it not madness to produce mere notes or writings on scraps of paper?"

From this it will be observed that accounts and account books had their place in the ancient civilizations. Remarkable progress, however, had been made by the middle ages. Double entry bookkeeping was practiced in the 13th century and later, in 1494, Luca Pacioli, a friend of the great painter and inventor Leonardo da Vinci, wrote an inspiring book on the subject.

Perhaps the greatest challenge to the number world was the changeover from Roman to Hindu symbols. Most merchants kept accounts in Roman numerals till about 1550, and in monasteries and colleges the Roman symbols were used until about 1660. In Scotland, the St. Andrews Chapters were using Hindu numerals in 1490.

A brief insight into account keeping in the 14th century in Britain is revealed in records by monks who were heads of departments of Abingdon Abbey in 1383-84. Receipts followed expenses. If receipts exceeded outgoings, the total was carried forward as the first entry of accounts for the following year. These were called "arrears." If there was a balance (?) it was recorded as "surplus." Rather confusing to the modern mind. But then the terms "balance", "arrears" and "surplus" had not probably received a defined accountancy meaning.

An interesting matter is the usage of the group number, or score, in these accounts. The custom was for the clerk to write, say, 80 by the symbols iv/xx, in other words, four twenties.

The tally stick, or score, should not be overlooked as one of the most faithful assistants to accountants and their staffs from the earliest times. Simple notched sticks have always assisted, not only as aids to memory but in recording debits and credits. Every efficient counting house and state treasury used them.

The Reformation in Europe gave a great impetus to research and nations set about putting their books in order. The treasuries of Europe were alert to the importance of new ideas, and it was chiefly owing to the influence of Stevenus, a master of finance, that the Dutch and French began revised methods of bookkeeping in national accounts. Stevenus lived from 1548 to 1620. Several new ideas helped to bring about these reforms. The wider use of the decimal system, ruled columns for currencies, and the zero sign made useful contributions.

There is no doubt that the ruled columns were suggested by the divisions on the abacus and lines on the counting board. History is rather vague as to the use of a counting board with perpendicular lines, but there are grounds for belief that this type of board was to be found at least in some of the more important treasuries.

So, from the magical priest on the Nile with his incursions into astrology, faithful recorder for kings and tyrants, wielding dexterously his reed on damp clay in Babylon, devising strange symbols on papyrus and vellum; from the pangs of slavery, the conscientious modern accountant triumphantly organizes the number world for the benefit of man.

BLUE RIBBON CHAMPIONS

TRIAD

WATERMARKED

MIMEOGRAPH PAPER

- CONSISTENT QUALITY
- PEDIGREED STOCK

Years of research and testing have produced a blue-ribbon champion in TRIAD Mimeograph Paper. Always bright . . clean . . clear, it costs no more, executes perfectly duplicating of any kind.

TEST . . .

TRIAD with difficult assignments. It is made-to-order for fussy, demanding jobs in which each letter must be sharp and clear.

COMPARE . . .

actual results on the NEW TRIAD against work on other paper. Notice the superior brightness. TRIAD has correct bulk which eliminates double-feeding, saves paper and time ordinarily wasted in pulling out unprinted sheets.

FREE SAMPLES

Send for your generous, free sample and color swatch book now!

Packaged in heavyweight, moisture-proof wrappers.

TRIAD MIMEO • SPIRIT DUPLICATOR • OFFSET DUPLICATOR PAPERS

8 LUSCIOUS COLORS*

- RUSSET
- LILAC
- NILE GREEN
- SALMON
- GRAY
- CHERRY
- CANARY
- BLUE

*(Available in TRIAD Watermarked Mimeo 20 lb. paper only

GROVETON PAPERS CO.

GROVETON, NEW HAMPSHIRE

For More Information Circle No. 410

olivetti

The Olivetti Lexikon Electric Typewriter produces clean, crisp, uniform typescript with virtually no effort on the typist's part; the result is less operator-fatigue and greater efficiency than with non-electric machines. Carbons are more legible, and extra carbons require no extra typing effort. The Lexikon Electric prints, spaces, back-spaces, line-spaces, returns carriage, shifts between upper and lower cases and repeats dots, dashes, x's and underlines electrically. An exclusive On-Off Switch shuts the motor off when the machine is idle for 60 seconds. For information, see your Olivetti dealer, or write to Olivetti Corporation of America, Dept. H1, 580 Fifth Avenue, New York, N.Y.

For More Information Circle No. 224

A Machine Billing System For Radio and TV Stations

K. T. MURPHY

Vice President and Treasurer, Crosley Broadcasting Corp., Cincinnati

SERVICE is the byword of every radio and television station today. Our clients expect us to be "up to snuff" in every respect—and, of course, that includes consideration of the kind of invoices and statements we send out, their accuracy and the promptness with which they are mailed. If we fall down on this job, it makes the whole organization look bad.

With this thought in mind, we set out to design a system for handling clients' accounts that would make it possible for us to mail statements immediately after the close of the month. We also wanted to be sure of 100% accuracy. The answer was found in applying an accounting machine to this operation. Not only did we achieve our primary goals of promptness and accuracy, but we saved a very substantial amount of money in the process. Instead of requiring the time of three girls to do the billing and accounts receivable work, which was the case under our previous pen-and-ink system, the whole job is done now by one girl for an annual net saving of more than $4,200.

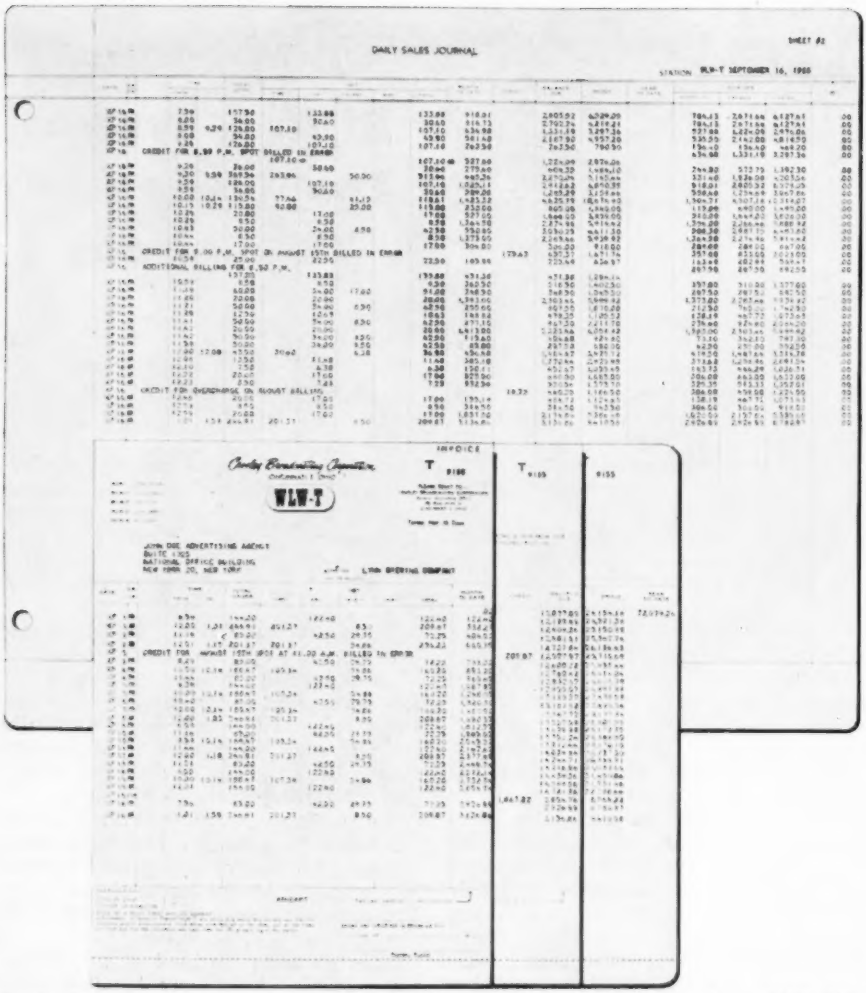
We handle at Cincinnati the bookkeeping work for a radio station and a television station in this city, plus our television stations in Dayton and Columbus. Our volume of work is larger than that of many other companies, but this does not mean that our billing system does not apply to smaller organizations, for this reason: the accounting machine we use for billing and accounts receivable (a National 31) could also be used for accounts payable, payroll, general ledger and other bookkeeping work. That is, a smaller company could use an identical system, and any idle machine time could be profitably used for other requirements.

The station log is priced out by referring to individual contracts and is then used as a posting medium for the billing-accounts receivable job. As shown in the illustration, a two-part invoice, statement and ledger card, and the daily sales journal, are all printed simultaneously. The first thing the operator does is to pick up the old balances, at the right side of the journal. If she has picked them up correctly, the machine prints ".00" and returns to position for posting; if not, the error prints and is found and corrected immediately.

Then, reading directly from the station log, the operator enters broadcast time and gross amount, and distributes the net amount to the proper column on the invoice. The machine automatically computes and prints the month-to-date figure, the net balance due, and a new proof figure for balance pick-ups.

As postings are made to the individual accounts, journal columns for gross amount, and the various breakdowns of net amount, accumulate automatically. These totals must tie-in exactly with the totals on the station log.

This gives us the kind of proof that we wanted. Under our hand posting method, the invoicing, posting to accounts receivable ledgers, and month-end preparation of statements were all separate operations. This involved duplication and reduplication of the same figures, and also meant that each record had to be proved separately. With the machine method, proving one record proves them all, since they are all created at one writing. Thus, our daily proof of the journal is, in effect, also



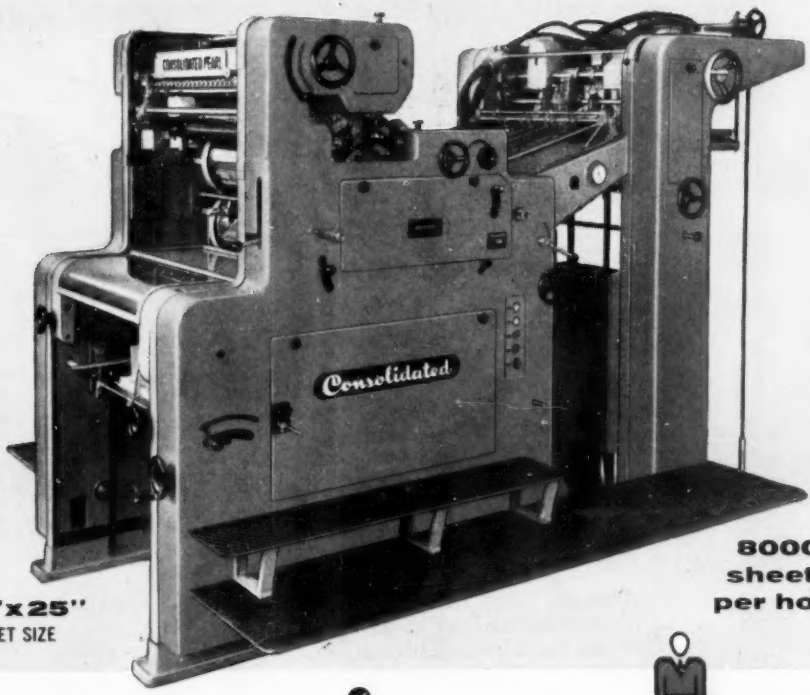
Crosley Broadcasting Corp. has combined affidavit, statement and ledger in an NCR (No Carbon Required) form. The journal is prepared simultaneously and includes columnar sales breakdown.

an absolute proof of invoices, statements and ledger cards.

Our system keeps all records up to date and continuously in proof. We mail our statements immediately at the close of the month. Since the balance on each statement is always correct, we could actually mail statements at any time, without the slightest difficulty.

Accounts are filed by station in a ledger tray. Within each station breakdown, they are filed by advertising agency and then, within each agency, by sponsor. That is, an invoice is al-

THE CONSOLIDATED PEARL OFFSET PRESS



19"x25"
SHEET SIZE

8000 sheets per hour

You don't send a boy to do a man's job ---

Why use an office duplicator to try to do a high quality printing job?

Your customer can tell the difference --- and you KNOW the difference.

The Consolidated Pearl Swiss built offset press, recognized the world over as the most outstanding press in the smaller press field! It will take a sheet 19" x 25" and actually print at over 8,000 sheets per hour, with a printing quality of the highest attainable by any press and by any method of printing.

Of Swiss design and precision, easier to operate than duplicating equipment because each setting is accurately micrometer controlled and preset before the press starts printing. Multilith, Davidson and office equipment operators find it easier to learn how to print a finer quality offset printing on the Pearl press. Let us demonstrate and show you how you can produce the finest quality printing and pay for the Consolidated Pearl press in extra production in less than a year.

For More Information Circle No. 385

CONSOLIDATED INTERNATIONAL EQUIPMENT AND SUPPLY COMPANY

1112 N. HOMAN AVE. • CHICAGO 51, ILLINOIS • Phone BRunswick 8-4000

330 W. 26th ST. NEW YORK 1, N. Y. PHONE ALGONQUIN 5-4950 | 1430 VENICE BLVD. LOS ANGELES 6, CAL. PHONE RICHMOND 8-3806 | 1190 BENNINGTON ST. EAST BOSTON 28, MASS. PHONE EAST BOSTON 7-2921

• 24 MARKET ST. SAN FRANCISCO 11, CAL. PHONE EXBROOK 7-1521 •

HOW'S YOUR BUSINESS I.Q.?

Q. How can your office get peak period and rush work done without adding permanent staff?

A. Call your local Manpower, Inc. office

for **TEMPORARY HELP:**

- **TYPISTS**
- **STENOS**
- **OFFICE WORKERS**

Use our bonded, insured employees as long as you need them . . . 4 hrs., a day, a week or longer at *low* hourly rates.

over 90 offices from coast to coast

manpower, inc.

home office: 820 N. Plankinton Ave. **Milwaukee, Wis.**

See Us at the N. Y. NATIONAL BUSINESS SHOW — October 15-19 — Booth 105E

MANPOWER INC. OFFICES ARE LOCATED IN:

Akron	Columbus	Indianapolis	Niagara Falls	St. Louis	Tampa
Albuquerque	Dallas	Jacksonville	Oakland	St. Paul	Toledo
Allentown	Dayton	Jersey City	Omaha	Salt Lake City	Tucson
Atlanta	Denver	Kenosha	Paterson	San Diego	Waterbury
Baltimore	Des Moines	Los Angeles	Philadelphia	San Francisco	Waukesha
Boston	Detroit	Manchester	Phoenix	San Jose	White Plains
Bronx	Evanston	Milwaukee	Pittsburgh	Seattle	Havana, Cuba
Brooklyn	Fresno	Minneapolis	Portland	Sherman Oaks	Johannesburg, S. A.
Buffalo	Grand Rapids	Newark	Providence	South Bend	London, England
Chicago	Hammond	New Haven	Racine	Springfield	Paris, France
Cincinnati	Hartford	New Orleans	Richmond	Syracuse	Montreal, Canada
Cleveland	Houston	New York	Rochester	Tacoma	Toronto, Canada

For More Information Circle No. 285

ways for one station, one agency and one sponsor—which avoids all confusion in billing and is preferred by clients as well.

The two-part invoice, statement and ledger card are attached together at the bottom, so that there is no need to collate them each time a machine posting is made. A perforation makes it easy to separate them at month-end. We make the invoice in two parts so that the agency has one for client billing.

At first we used a carbon-interleaved form of this kind; but continual removal and replacement in the ledger tray each time a posting was made caused the copies to blur and smear. Sometimes the carbon would curl up between the sheets, leaving a blank space where postings would fail to print through. Our new forms are on NCR Paper which makes multiple copies without the need for carbon. It has worked very well, giving a clean, neat impression without messiness. The possibility of lost printing has been eliminated and, of course, there is no need to separate carbon paper from the forms at month-end.

A question might arise as to why we run a continuous invoice, rather than prepare several throughout the month. Actually, a continuous invoice is much more acceptable both to the agencies and their clients; and our own operation is made easier and more efficient by using this form. We could, however, have separate invoices, simply by leaving them detached from statement and ledger card. This would involve no change in the system.

Cash receipts are also posted by machine, the balance due column on statement and ledger card being automatically reduced. Cash receipts are also journalized and totaled as a by-product of posting to the individual records.

I think the best way to summarize the advantages of our mechanized billing system is by making a quick comparison with hand methods. Under our previous handwritten system, all invoices were typed separately, then entered in a bound accounts receivable ledger. At the end of the month, all individual ledger pages had to be footed, balanced, a trial balance taken, and errors found. Then all the statements had to be prepared on a typewriter. We really had a peakload to worry about.

Mr. Murphy can get up-to-the-minute figures at any time without disturbing the machine operator.

With our new system, the work is balanced daily and all records are made up at once. At month-end, a trial balance is taken and statements mailed. (The trial balance is easily proved, because we are in proof on an everyday basis. If there is an error, it is in the trial balance listing itself and is found almost at once.) Balances are transferred to new ledger cards by machine, the year-to-date figure being printed automatically.

Previously, clients received typewritten statements with a collection of invoices attached. Now, they receive a machine-prepared statement and a continuous invoice showing every item. Previously, three girls were needed to handle this job. Now, one girl takes care of everything very easily with one machine.

DeLuxe verti-file

...the NEW accepted system for filing active records

- Saves 33⅓% of the cost of file drawer equipment files
- 100% increase in file capacity
- Unlimited visibility
- Saves up to 60% of valuable floor space
- Reduces number of file clerks usually required
- Shelves and dividers easily adjusted without tools
- Wide applications in commer-

- Shelves and dividers easily adjusted without tools
- Wide applications in commercial-institutional and industrial operations
- Reduces employee fatigue and steps up filing accuracy
- Faster filing — less walking — no drawers to open
- Entirely accessible — no need for step stools
- Complete cabinet structure affords maximum folio protection
- CHEM - A - COTE bonded office grey baked enamel finish

verti-file dimensions (per section)
36" wide
84" high
14" deep
Capacity: 247 filing inches
Net Weight: 195 lbs.

MAIL POSTAGE PAID CARD TODAY FOR FREE BROCHURE ON VERTI-FILE

A Product of the
DELUXE METAL FURNITURE COMPANY
WARREN, PA.
A DIVISION OF ROYAL METAL MANUFACTURING COMPANY

DeLuxe

DELUXE METAL FURNITURE CO.
STRUTHERS ST.
WARREN, PENNA.

Gentlemen:

Please rush to me without obligation your Verti-File brochure form-410. I am interested in learning how Verti-File can step-up the efficiency of our active filing records.

Name _____

Organization _____

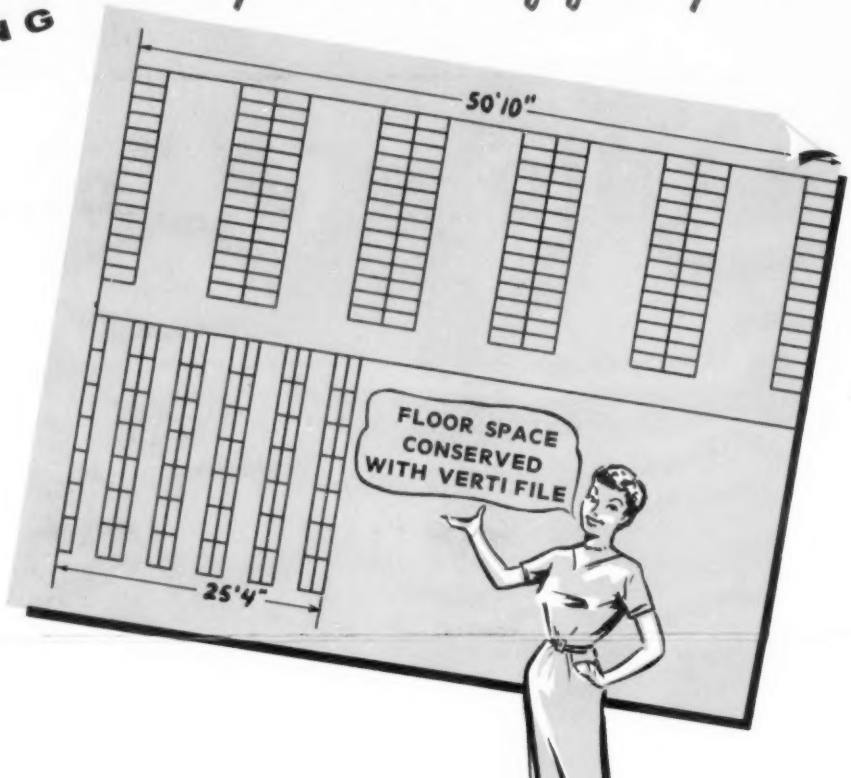
Address _____

City _____ State _____

DeLuxe verti-file

Saves up to 60% of floor space

OPEN SHELF FILING



OPEN SHELF FILING

Top part of floor plan shows a minimum 5 drawer arrangement. The Verti-File installation in the same area, graphically, illustrates an approximate 60% savings in space.

100% INCREASE IN FILING CAPACITY

Each Verti-File section offers 247 filing inches per unit which is over a 100% increase in capacity over 4 drawer files and approximately 100% over 5 drawer files. The comparison chart below illustrates this increased capacity.

Saves up to 70% of equipment costs

EQUIPMENT	SQ. FT. PER UNIT	FILING INCHES PER UNIT	NO. OF UNITS	TOTAL FILING INCHES	COST PER FILING INCH
4 DRAWER FILES	3	104	140	14,560	.79
5 DRAWER FILES	3	130	140	18,200	.74
VERTI-FILE SECTION	3.5	247	77	19,000	.24

INVESTMENT ONLY ⅓ COST OF FILE DRAWER EQUIPMENT

The comparison chart demonstrates the minimum investment required to install Verti-File equipment.

FIRST CLASS
PERMIT No. 275
(SEC. 34.7 P.L.&R.)
WARREN, PA.

BUSINESS REPLY CARD
No Postage Stamp Necessary if Mailed in the United States.

3c POSTAGE WILL BE PAID BY

DELUXE METAL FURNITURE CO.
STRUTHERS ST.
WARREN, PENNA.

ADOPTED AND APPROVED BY THE OFFICE MANAGEMENT COMMITTEE ON COST REDUCTION *and* EFFICIENCY

Protection

Fire ~~Prevention~~ for Offices

THIS YEAR, once again, National Fire Prevention Week spotlights the ever-increasing cost of fires in the United States. Losses last year were $885,218,000—a rise of more than $14 million over the year before—and the figures for this year will almost certainly be still higher.

The primary aim of Prevention Week is, of course, to help reduce the carelessness that lies at the root of most fires. But prevention is only the first line of defense against this mounting national cost. The all-important second line is physical protection. For the business executive, no protection is more important than that of his office records—the vital and vulnerable pieces of paper with which his business is conducted.

Major business fires often make headlines, but the newspapers seldom bother to cover the aftermath of the story. As a result, few businessmen ever learn—unless they learn from painful first-hand experience—that nearly half of all the companies whose records are destroyed by fire never open their doors for business again.

When it was pried open, every record inside their Remington Rand Safe Cabinet was found clean and white by the Dearth Insurance Agency, Woodsville, N. H.

It's not hard to understand why. Think of your own company for a minute, in terms of what could and what couldn't be replaced. The chances are you'll discover that, in the final analysis, your business is worth no more than the paper it's written on.

Your physical inventory is undoubtedly insured against fire. But what of your inventory records, whose figures will be essential in establishing proof of loss in case the inventory is destroyed? What of your accounts receivable records? These are nothing more or less than inventory out of hand, since each piece of paper in the accounts receivable file represents a quantity of merchandise that has been removed from stock without receipt of payment. A listing of what constitutes a "vital" record could go on until it includes virtually every paper in your office.

What can be done to guard these papers from fire? A fireproof building is no answer, since it won't prevent its contents from burning. Nor do conventional steel files offer any protection. When exposed to flames they become ovens that bake and char their contents to ashes. The practice of removing records to fire-resistant vaults overnight has two disadvantages that virtually defeat its purpose: it takes valuable employee time and effort to do this chore at the end of the day, and it provides considerably less than half-time protection, since most fires break out during business hours. It thus adds an extra job to the day's work without materially reducing the risk of loss.

Insuring your records is an excellent idea, but only a partially effective one,

For More Information Circle No. 176→

NEW! Everest MULTARAPID Printing Multiplier

Eliminates Human Error!

ADDITION

SUBTRACTION

FULLY AUTOMATIC MULTIPLICATION

Multarapid visibly double checks your figuring . . . does the work of a calculator —yet sells for the price of an adding machine.
Capacity 11 x 11.

Only Everest Machines Print the Decimal Points In Correct Positions!

Mr. Dealer: Here's the high capacity adding machine with fully automatic multiplication you have been asking for. Its exclusive features make Everest "Multarapid" easy to sell.

Write for complete information to-day — some dealer franchises still available.

ALMA OFFICE MACHINE CORP.
34 East 30th Street • New York 16, N. Y.

SEE THE EVEREST
OFFICE MACHINES DEMONSTRATED
IN BOOTH 113E
AT THE NATIONAL BUSINESS SHOW
NEW YORK COLISEUM
OCTOBER 15 to 19

For More Information Circle No. 256

Everybody LOVES fresh Linens...

(You *know* they do!)

. . . and as an alert office manager you realize that employees and visitors alike appreciate the hospitable touch of soft cotton towels in your washrooms. But did you know how really inexpensive it is to provide this comfort through LINEN SUPPLY SERVICE? It would pay you to check. Call your LOCAL LINEN SUPPLIER (under "Linen Supply" or "Towel Service" in the classified phone book). Or write us for free descriptive booklet.

Angelica UNIFORM CO.

1427 OLIVE STREET • ST. LOUIS 3, MISSOURI

For More Information Circle No. 432

and it is often costly when written to cover papers housed in ordinary cabinets.

Insulated record keeping equipment, certified to protect its contents from burning, is the only logical answer to the problem. For the relatively low cost of insulated filing cabinets, safes and ledger trays, any businessman can buy permanent record protection where it is needed most—at the point of use. If he then wants to take the added precaution of insurance, he will find the rates sharply reduced.

The Michigan Farm Bureau Service, Inc., Lansing, suffered a recent fire in which total losses were estimated at $750,000, including $15,000 in office equipment alone. But the firm was able to resume business after only a one-day layoff, because its inventory records, which established proof of loss and brought quick settlement of insurance claims, were salvaged from the ruined building completely legible and uncharred in insulated card files.

Another fire gutted a Woodsville, N. H., office building not long ago in which all papers in conventional filing cabinets were reduced to ashes. But the accounts receivable, expiration records and dailies of one tenant (Dearth Insurance Agency), were recovered from a safe cabinet in perfect condition. This equipment was certified to protect its contents for two hours, but it actually withstood the flames for three hours

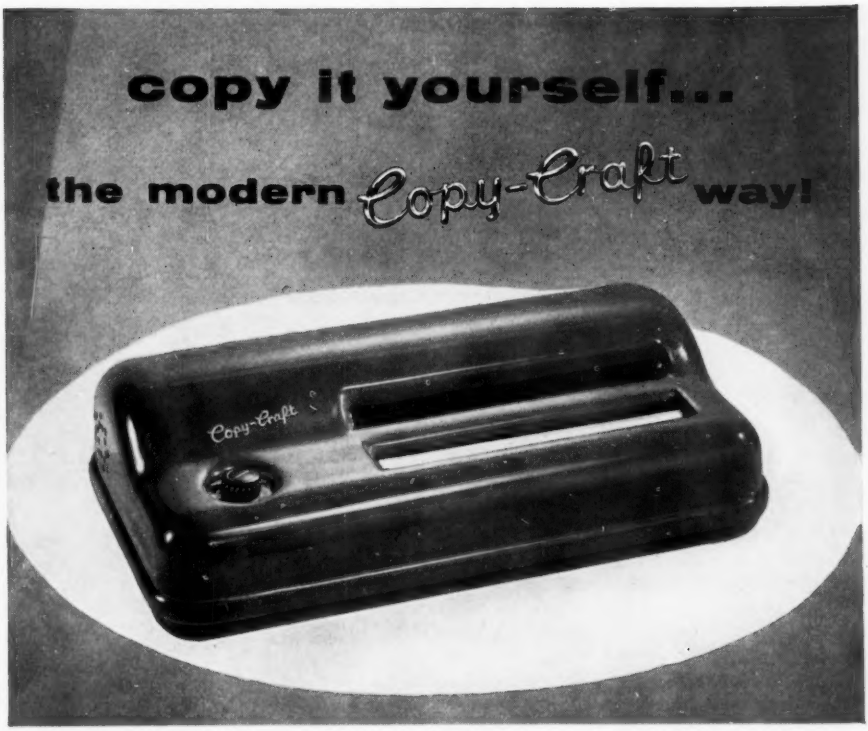
Every inventory record which the Michigan Farm Bureau Service, Inc., of Lansing, housed in Remington Rand Safe-Kardex Cabinets was readable and uncharred after a $750,000 fire. With complete proof of loss, the company obtained fast insurance settlement.

After falling from the second floor to the basement at Abelson's jewelry firm in Newark, N. J., this Remington Rand One-Hour Safe-Ledger Tray remained two weeks under the collapsed building. The accounts receivable records were all found intact.

and sustained a fall of several stories when the floor beneath it collapsed. Because of its management's foresight in guarding its papers, this firm resumed in another location almost immediately.

The large jewelry firm of Abelson's in Newark, N. J., lost its main building to fire last year. Shortly afterwards the company's credit manager wrote this: "Our accounts receivable for nine outlying branches were housed in six one-hour safe-ledger trays. These trays dropped from the second floor to the basement when the building collapsed and could not be removed from the debris for two weeks. When we finally reached these records, they were removed intact without the loss of a single entry. Other valuable records housed in seven safe-files on the second floor also came through the fire undamaged, in spite of the fact that the fire raged for six hours."

These are only a few of the recent office fires in which record protection has proved the decisive factor in cutting losses and putting the businesses back on their feet. There are many sadder stories—cases in which the lack of adequate record protection has spelled the difference between possible recovery and final bankruptcy. Both ways, the wisdom of providing certified fire protection for office records has been proved time and again. Stock can be replenished, buildings rebuilt and equipment restored, but the loss of records can mean the loss of the business itself.



Other ways of copying will then seem antiquated. It's so quick and easy to do-it-yourself with your "Copy-Craft" photocopier you'll wonder why you ever wasted time and effort with hand copying methods. And "Copy-Craft" photocopies needn't be checked for accuracy — they're exact! Imagine, right in your own office, at a flick of the dial, your "Copy-Craft" produces legally accepted, permanent copies for a few pennies apiece. Can you afford *not* to employ this modern work-saver in your business?

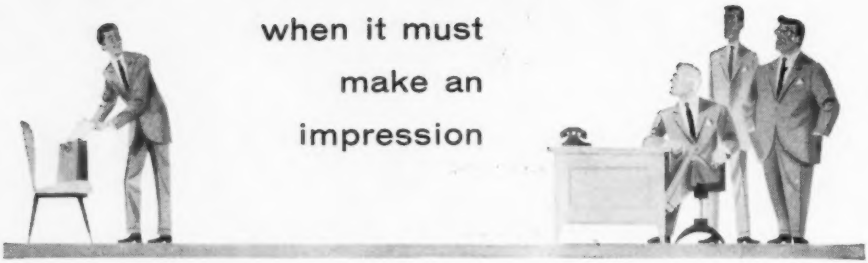
SIZE & PRICE:	Model 6440 combination printer and developer in gray-green plastic. Copies 9" wide by any length. Price $339.00.
LIGHTING:	Works under your normal office lights.
SUPPLIES.	Designed for use with top quality transfer papers such as Copy-rapid, Gevacopy or Copy-Craft brands which are available through your Copy-Craft dealer or branch office.
TYPE OF COPIES:	Copies can be made on any of the following types of paper: • Single sided (white or colored) • Double sided • Air Mail • Card stock • Transparent or Film (excellent for diazo masters or for burning in offset plates).

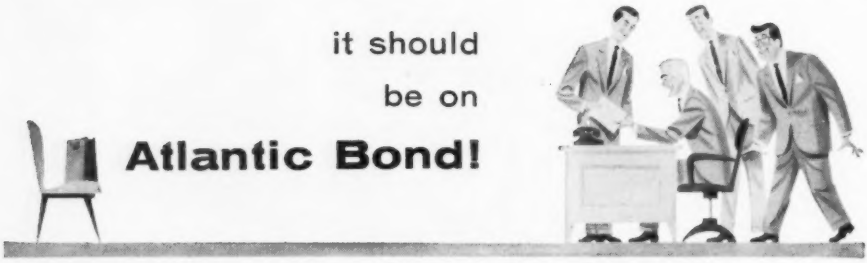
Available through the branch offices and franchised dealers of

COPY-CRAFT INC. 105 CHAMBERS STREET, NEW YORK 7, N. Y. • BArclay 7-4150

CARBON PAPER AND RIBBONS · DUPLICATING, PHOTOCOPYING AND SYSTEMS MACHINES AND SUPPLIES

For More Information Circle No. 195





If the job calls for quality, it's good business to "run" with ATLANTIC BOND! Here's why:

ATLANTIC BOND is the genuinely watermarked, #1 Sulphite Bond... first in its field in sales... first in performance! Better formed, better looking impressions "take" better on ATLANTIC BOND... look sharper, clearer.

All this is possible because ATLANTIC BOND is made first for "runability" – which means smoother running always. And ATLANTIC BOND features moisture controlled dimensional stability and micromatically accurate trimming.

Next time – and every time you have an "important" job, run it on ATLANTIC BOND!

Reproduction Plant, Sylvania Electric Products Inc.

EASTERN Atlantic Manifest

EXCELLENCE IN FINE PAPERS

Atlantic Papers

ATLANTIC BOND
ATLANTIC DUPLICATOR
ATLANTIC MIMEO
ATLANTIC OFFSET
MANIFEST BOND

Products of Eastern Corporation • Mills in Bangor and Lincoln, Maine

For More Information Circle No. 265

Simple Forms You Can Make On Your Office Duplicator

JOHN HOCKMAN
Steinberg's Limited, Montreal, Canada

DO-IT-YOURSELF manuals generally advise calling in an expert for complicated jobs. In case of a misunderstanding at the start, we hasten to say that this goes for forms printing, too.

But there are degrees of complication. Some forms that appear quite complicated at first sight can be made on your own office duplicator. The results may not measure up to printer's quality, but as forms for use inside the office, for example, they can be quite adequate. There are advantages, too, that may justify some sacrifice of quality and, with care, the sacrifice can often be very small.

Such forms are mainly the ones that

Form 076

SPECIMEN FORMS CORPORATION, INC.

QUESTIONNAIRE

1. Do you make any forms on your office duplicator? _____YES _____NO

   State the approximate quantity per year _____

2. Are you prevented from making more by need for various sizes of type?

3. If so, estimate number of forms _____

4. What duplicating processes are available? _____

   _____

5. Is photographic or facsimile service available in the neighbourhood for making duplicating masters? If so, on what basis? _____

   _____

6. Is anyone available to take time to draw forms? _____

Fig. 1. Sample of a simple typewritten form requiring no special skills for design or reproduction.

have to be bought in fairly small quantities (up to two or three thousand)—the ones that involve printers in high set-up costs. Doing these in the office can save 20% to half or even more of the cost, provide Rush work if necessary (without Rush prices), and give extra flexibility. There is no need to buy for stock to get quantity prices, and this saves space, reduces obsolescence and inventory investment, simplifies reprinting, and so on. What is less known is that it is not necessary to limit these advantages to the usual sort of very simple "homemade" form (Fig. 1).

It is possible to go much further than this with very little special equipment. Obviously some kind of a duplicator is essential. Since at least one carbon copy has to be made of nearly every form that is used, it should be a duplicator that can produce copies that register; with the printing in the same position on each page. It need not be absolutely exact, but unless it is accurate to a tenth of an inch, the writing on the copies is apt to run across the printed matter.

Apart from the duplicator, provided there is somebody who can rule straight lines tidily and take one or two hours to draw a form when it is needed, little equipment is required. Tidiness and patience are the main requirements. The following will help. The uses (if not obvious) will be clear as we go on:

Reproducing pencil, pen, and stylus.
Transparent straight-edge ruler.
Ruler marked with tenths of an inch.
Ruler marked with twelfths of an inch.
Transparent 30°-60°-90° triangle.
Glass tracing scope.

Plus, of course, pencils, erasers, adhesive tape, etc. For clean and accurate erasing a razor blade is often used to change a wrong letter which might be difficult to retype; for example, E to F, or i to l.

Any but the simplest forms needs some variety of type sizes for the different headings. Printers, of course, have or can obtain the use of a wide variety of different sizes and styles of type. But if you look at the majority of forms, you will notice that the great bulk of the printing on any one form is in two sizes: large for the principal headings and smaller for the remainder of the printing. Usually a third much larger size is used for a title on the form, and possibly for one or two very important headings.

In almost every office there are at least four "sizes" of type available: two on Pica typewriters (ten characters to the inch, capitals and lower case letters) and two on Elite machines (12 to the inch). Many forms need smaller type than either of these for heading up narrow columns. Typewriter manufacturers make machines with special small type. Sixteen characters to the inch is often available from stock, but it is a little small for anything but forms or statistical work. Fourteen characters to the inch makes a good compromise. It does not sound much different from the regular 12, but it makes quite a difference in composing forms, and yet it is clear enough to help with correspondence, order-writing, etc., at peak periods. (Fig. 2).

A neat style of type for forms is one with large and small capitals, instead

ANY COMPANY LETTERHEAD
ANYWHERE

NOVEMBER 1955

ADDRESS OF RECIPIENT
ANY CITY

DEAR SIR,

THIS SAMPLE WILL SHOW HOW A 14-CHARACTERS-TO-THE-INCH TYPEWRITER CAN BE USED EVEN FOR REGULAR CORRESPONDENCE.

THE LETTERS ARE SMALL, BUT THE CAPITALS CAN BE USED IF PREFERRED. WITH BILLING FIGURES, THE MACHINE CAN BE USED FOR ORDER-WRITING ETC., EVEN WITH SOME CARBON COPIES: 123456789.

YOURS VERY TRULY

Fig. 2. Letters typed 14 characters to the inch are legible but these typewriters are better suited for forms.

Plenty to crow about

PUT A PLUS IN YOUR DUPLICATOR SET-UP WITH

Duplicarbo

The amazing new spirit duplicator that combines the long life economy of fine craftsmanship with *all* the top features that make for easier handling. For instance, *THE FLUID CONTROL DIAL helps you get *more* copies . . . makes it easier to run *both* sides of the sheet . . . uses *less* fluid and eliminates paper *curl*. Call your office machine dealer for an immediate demonstration – five hand and electric models to choose from, 9"x17" to 18"x20". Wire, phone or write now for complete information.

HERE'S WHAT TO LOOK FOR!

- FLUID CONTROL
- PRESSURE DIAL
- RESET COUNTER
- RAISE AND LOWER DEVICE
- ACCURATE REGISTRATION
- PLEXIGLAS MASTER GUIDE
- FULLY GEARED MECHANISM
- ALL DURALUMINUM DIE-CAST FRAMES

ADJUSTABLE PRESSURE ON AUTOMATIC FEED FOR VARIOUS WEIGHTS OF PAPER AND CARDS.

Model 50 De Luxe Electric feeds automatically or single sheet. . . $375 plus F.E.T.

du prints inc.

1502 S. MAIN ST., LOS ANGELES, CALIF.

Du Prints Inc.
1502 S. Main St., Los Angeles 15, Calif.
Please send complete descriptive literature and prices on all Duplicarbo Hand and Electric models.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ ZONE ____ STATE _____

For More Information Circle No. 431

Regular Pica, Elite & 14-to-the-inch Types

10 TO THE INCH - EXPANDED
10 CHARACTERS TO THE INCH - CAPITALS
10 Characters to the inch - lower case
12 TO THE INCH - EXPANDED
12 CHARACTERS TO THE INCH - CAPITALS
12 Characters to the inch - lower case
14 TO THE INCH - EXPANDED
14 CHARACTERS TO THE INCH - CAPITALS
14 CHARACTERS TO THE INCH - LOWER CASE

Fig. 3. Some of the different typewriter type styles available in most offices.

of capitals and lower case, and preferably a sans-serif style as shown.

There is not even any need for a special typewriter like this if careful hand-lettering can be accepted for captions too small for conventional typing. At the other extreme, machines can be obtained with changeable types—if the traffic will bear it. In any case, with our Pica, Elite and 14-to-the-inch typewriters we already have six fonts of type at hand (Fig. 3).

Another helpful device, available on many typewriters is a half-backspacer. This makes it easy to center headings when one line has an odd number of characters and the other an even number. For example:

Action Taken

♦ As typed on a regular machine.

Typed with a ♦ half-backspacer.

Action Taken

The same result can be obtained with the regular backspacer, but it needs more practice, and takes longer. The regular backspacer is useful, for cramming extra characters into a confined space. Combined with careful use of the ordinary spacebar, "justified" right margins can be obtained. The caption is typed once normally to find out how the right margin will fall; then the number of characters and spaces is counted in the part of the line that overlaps, and the text is re-typed, using the space bar to put in extra spaces between the words on the shorter line, or the backspacer to compress the longer line. (Fig. 4).

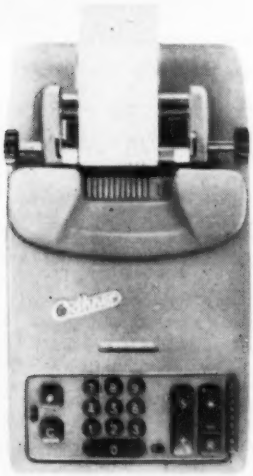
Using more than one typewriter or making adjustments with the backspacer sounds laborious, but it is much less so than type-setting, especially for the relatively small amounts of text in most forms. The greater part of the form can be done straight off on one machine, and the odd captions that have to be in different type can be added afterwards on another. Even mistakes and erasures

FAST

RELIABLE

ACCURATE

TWA Trans World Airlines employees "find ODHNER adding machines fast, accurate and reliable, (particularly in passenger sales auditing). More, they require a minimum of maintenance service."



FACIT INC.

404 4th Ave., N. Y. 16, Or
235 Montgomery St.
San Francisco

Get a fast demonstration of the Odhner and Facit lines - National Business Show — Booth 213

For More Information Circle No. 406

Auto-typist hits letter typing right on the button

Push-button automatic typing is bringing automation to the handling of office correspondence. Now typists push buttons instead of keys, and Auto-typist machines take over and do the typing. They do it in marvelous fashion, too—turning out letters at 2½ times the speed of the fastest typist—neat, erasure-free, error-free letters that are as personal as your signature.

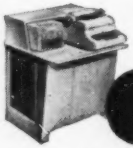
Well over half of general office correspondence is routine—or can be standardized. Sales letters, order acknowledgements, answers to inquiries, and collection letters are only a part of the correspondence that can be handled faster, easier, and more economically by Auto-typist. One typist can turn out 100-125 letters each day with an Auto-typist—3 to 4 times normal manual typing output.

How Auto-typist works—Precomposed letters and paragraphs are perforated on a wide paper roll. This perforated roll operates the typewriter keys. As much as 250 lines of copy can be stored on one roll. Twenty to thirty complete letters can be prepared, or a series of paragraphs which can be combined to make up dozens of letters.

Salutations are manually typed. Then, by pushing the button or buttons that correspond to the letter or paragraphs desired, Auto-typist automatically picks out the letter wanted, or assembles the paragraphs in the order desired, and types each word as if it had been done by hand. Manual insertions of personal or variable data can be made in any part of the letter.

Present users include banks, manufacturers, insurance companies, hotels, publishers, retailers, fund raisers. Applications range from general correspondence typing to specialized uses such as new account promotional letters. The complete story is yours for the asking. Just write us on your letterhead.

For More Information Circle No. 286



Auto-typist

AMERICAN AUTOMATIC TYPEWRITER CO., 2323 N. PULASKI RD., CHICAGO 39, ILL. • MANUFACTURERS OF AUTO-TYPIST, COPY-TYPIST AND CABLE-TYPIST

PREPARING COPY WITH JUSTIFIED RIGHT MARGINS

- DRAFT -

On any but the most elaborate machines it is necessary to type the text once to establish the number of characters and spaces included, and then again in fair copy to produce the even right margin. The first paragraph here is the rough copy: typed with fair attention to keeping the right margin as even as possible. It is repeated to show how, with care, the margin can be justified, even on an ordinary typewriter. It is, of course, much easier to do this on special typewriters with keys which expand or contract the spaces between the letters, but it can be done without, by careful use of the back-spacer and space-bar.

- FAIR COPY -

On any but the most elaborate machines it is necessary to type the text once to establish the number of characters and spaces included, and then again in fair copy to produce the even right margin. The first paragraph here is the rough copy: typed with fair attention to keeping the right margin as even as possible. It is repeated to show how, with care, the margin can be justified, even on an ordinary typewriter. It is, of course, much easier to do this on special typewriters with keys which expand or contract the spaces between the letters, but it can be done without, by careful use of the back-spacer and space-bar.

Fig. 4. Typewritten copy justified by using backspacer and spacebar.

are not too serious: the duplicating master is not going to be seen by the people who use the forms (unless for proofreading), and there are many ways of making corrections so that they will not show on the copies.

Taking the trouble to prepare the form in this way gives a more professional looking job than merely making the best of straight typing, and often a much clearer and more practical form to use. A clear draft would have to be made for the printer in any case. Making a duplicating master does not take too much longer.

Ruling the form is no great problem, given the simple equipment we have

(Continued on page 132)

Like a quick, easy way
to save $375.00 every month?

All this manufacturer did was employ Modern Duplicating to produce his Sales Order-Invoice paperwork and shipping labels. This called for some 10 to 25 copies—too many for one typing or writing, let alone the many chances for mistakes always present when information is copied several times.

Today, an Azograph master is made automatically when the original Sales Order is written. All the required copies, even those with additions or deletions, plus the labels, are made in a matter of seconds for just a few cents.

The $375.00 a month saving came from time saved and personnel freed for more productive work. And, along with the savings, came the welcome Azograph cleanliness—stain-free, smudge-free, smear-free duplicating.

For more information, call your A. B. Dick Company distributor. You'll find his name listed under Duplicating Machines in the classified section of your phone book. Or write A. B. Dick Company, 5700 Touhy Avenue, Chicago 31, Illinois.

A·B·DICK®

MIMEOGRAPH • AZOGRAPH • SPIRIT
OFFSET • IMPRESSION PAPER •
FOLDING MACHINES

For More Information Circle No. 401

✓ Right or Wrong IN EMPLOYEE RELATIONS ✗

A ROUNDUP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

Can an Employee Be Denied a Promotion Because She Is Neurotic?

What Happened:

Helen Robins was energetic, competent, hardworking. When a vacancy occurred in the next higher classification, Helen put in a bid for the job. This was in accordance with company policy which called for posting of vacancies. Senior employees automatically received the promotion unless they did not possess "knowledge, skill, efficiency, adaptability and physical ability required for the job on which the bid is made." The company turned Helen down even though she had seniority. It maintained that the new job called for more responsibility and that Helen had a tendency to become excitable and nervous in emergencies.

Helen put up a calm defense when the case came to arbitration. She said this was all nonsense. Psychological characteristics cannot be measured as can output, ability and such factors. She proved that in all her years with the company she had done a good job. She admitted that she was occasionally excitable, but defended this trait on the grounds that "so are most people." At any rate, she contended that management should not use such intangible factors as personality traits to deny her a promotion.

Was Helen:

RIGHT ☐ **WRONG** ☐

WHAT THE ARBITRATION BOARD RULED: "It should be recognized that personality traits such as nervousness and excitability are difficult to demonstrate in a judicial proceeding. If an employee were disqualified for lack of knowledge, the deficiencies in his training and experience could be readily pointed out. Psychological characteristics are more subtle and therefore less susceptible to ironclad proof. Nonetheless, they may play a crucial part in a promotion decision. . . . The supervisor's reports characterizing Helen's person-

ality in general terms were accepted as exhibits over the union's protests. Under the 'intimate acquaintance' rule, however, a supervisor is certainly competent to testify on the general mental condition of an employee who has worked under his charge for a considerable period of time. . . . Considerable detail was furnished (by company witnesses) concerning Helen's actions and reactions. It is true . . . that Helen has not been responsible for injury to other personnel. She has not neglected her duties and, except in one case, has not willfully disregarded the instructions of her supervisors. It can fairly be concluded from the testimony, however, that she does tend to lose perspective when things go wrong. She does have difficulty in distinguishing between a minor difficulty and a major crisis. What is more serious, when encountering difficulties, she tends to reject assistance from higher-rated employees and members of supervision. Keeping in mind the difficulty of proving personality traits in a judicial proceeding, we believe that the company has shown that Helen is, in fact, unduly nervous and excitable in moments of emergency. In view of the job, new duties and requirements, we conclude that the company acted reasonably in rejecting her bid."

Can You Discipline an Employee Twice for the Same Offense?

What Happened:

Marvin Hall was not doing a very good job. In fact, his supervisor talked to him several times about his poor work. Finally the supervisor called Hall into his office and, in the presence of the plant manager, gave Hall a stiff talking-to and even told him he was on the verge of being fired. The office manager called Hall into his office and continued talking to him about his defective work. The employee promised to mend his ways and was sent back to his job.

That evening, the supervisor came into the manager's office and said, "I've made up my mind. I want to fire Hall. He'll just never make the grade." The manager replied, "You're the boss." The next day, Hall got the gate. He went to the union and told his side of the story:

1. He had understood that he had been reprimanded and given another chance to prove himself.

2. By firing him later, the company was punishing him for the same "crime" twice. This was "double jeopardy" and by all yardsticks of justice was unfair and illegal.

The union agreed, and took the case to arbitration. The company's defense centered around these arguments:

1. The company has a right to change its mind just like everyone else.

2. The "double jeopardy" principle that a man cannot be tried twice for

The OFFICE with a FUTURE is Arnot Equipped

*Pat. Pending †Trade Mark
††Licensed under DuPont Patent

PARTITION-ettes*† and OFFICE-ettes††

modular packaged offices in both **STEEL and WOOD**

Write for colorful brochure entitled "A New Way of Life in the Office"

sponsors of a New Way of Life in the Office

ARNOT-JAMESTOWN DIVISION

Aetna Steel Products Corporation

Jamestown, New York

For More Information Circle No. 361

These outstanding companies have achieved success through the years by *alert* far-sighted management. Today in their offices figure work is speeded with *automation for figures.*

Today businesses large and small rely on Monro-Matic desk calculators.

The new Monro-Matic Duplex Calculator actually speeds the answers to several problems simultaneously. It adds as it multiplies, adds as it divides, and by storing individual answers automatically eliminates addition or subtraction of results when the final answer is needed.

Apply this to *your* business.

Write or telephone Monroe Calculating Machine Company, Inc.

General offices: Orange, N. J. Offices throughout the world.

See the MAN from MONROE

for CALCULATING
ADDING
ACCOUNTING
DATA PROCESSING MACHINES

For More Information Circle No. 417

the same offense does not apply to industrial relations practices.

Was the Union:
RIGHT ☐ WRONG ☐

WHAT ARBITRATOR WHITLEY P. McCOY RULED: "Hall went back to his job with the impression that he had been reprimanded and that the reprimand would be written up for the records, and that that was the end of the matter. Therefore, the imposition of a second penalty (discharge) was not reasonable. Hall was punished for the same offense twice, when a long established principle such as protection from double jeopardy is applicable (in industrial relations). The arbitrator should apply it even though he is not a criminal court judge. The discharge of Marvin Hall is set aside, and he is to be reinstated in his job without loss of seniority or other rights."

Can You Deny an Employee a Promotion Only Because of a Poor Attendance Record?

What Happened:

Mildred Hewitt was a good worker—with one fault. She had a poor attendance record and often came in late. She was never seriously reprimanded for these faults.

When a higher paying job opened up, the company skipped over Mildred, who had seniority, and promoted Sarah Young instead. In giving its reason, the company admitted that both women were good but that Mildred's absenteeism was the major factor in her losing out to a junior employee. Mildred took advantage of the grievance machinery and spoke up in her own behalf:

1. Company policy called for promotion by seniority if ability and physical fitness were equal.
2. She was never told that her absences would stand in the way of a promotion.
3. It was unfair to invoke her attendance record now in view of the fact that she did her work well, as everyone agreed she did.
4. If she received the promotion she would improve her attendance.

Was Miss Hewitt:
RIGHT ☐ WRONG ☐

WHAT ARBITRATOR JACOB BLAIR RULED: "It is well established as a principle that management has the right to expect and require regular attendance on the job. While it is true that management has in this instance been extremely negligent in enforcing this right, its negligence does not bar it from applying the right in a case of promotion. To hold otherwise would, in effect, be condoning and approving absenteeism—a condition which would surely lead to even more grave problems. I deny the grievance and rule in favor of the company."

ANNOUNCING: A NEW WIDER-WIDTH

copies originals 14 inches

New dry-process, All-Electric machine eliminates

Now you can make perfect copies of originals up to 14 inches wide in just 6 seconds! This amazing THERMO-FAX "Fourteen" Copying Machine copies tax reports, 14″ x 17″ ledger sheets, legal documents, confidential papers, special forms as well as routine office paper work by an exclusive All-Electric, completely dry process. The new machine *eliminates* all chemicals, negatives, liquids and fumes from office copying. You make perfect copies in *one direct* step directly from your original for as little as 5¢ per copy.

See these NEW 1957 Features

- *New white paper*
- *New color styling on* THERMO-FAX "Secretary" Copying Machine
- *New model to copy from books*
- *New Flip-Top Paper Cartons*

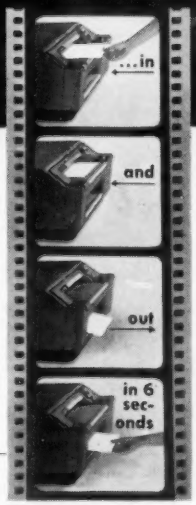
Thermo-Fax®
BRAND
COPYING PRODUCTS

3M

The terms THERMO-FAX, FOURTEEN and SECRETARY are trademarks of Minnesota Mining & Mfg. Co., St. Paul 6, Minnesota. General Export: 99 Park Avenue, New York 16, N. Y. In Canada: P.O. Box 757, London, Ontario.

"THERMO-FAX" COPYING MACHINE . . .

wide in just 6 seconds!



all chemicals and negatives!

The new THERMO-FAX "Fourteen" Copying Machine gives you perfect copies of written, typed, printed or drawn originals. For office copying systems, you choose from 5 paper colors for your copies —*new* white, green, pink, yellow and buff. For full details, send coupon below today!

Minnesota Mining & Manufacturing Company
Dept. KO-106, St. Paul 6, Minnesota

Send complete details on the new All-Electric THERMO-FAX Copying Machine indicated below, and how it can save time and money for my office.

☐ "The Fourteen-inch Copying Machine" ☐ The "Secretary" Copying Machine

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

For More Information Circle No. 332

W. R. HARRIS
NBFA President

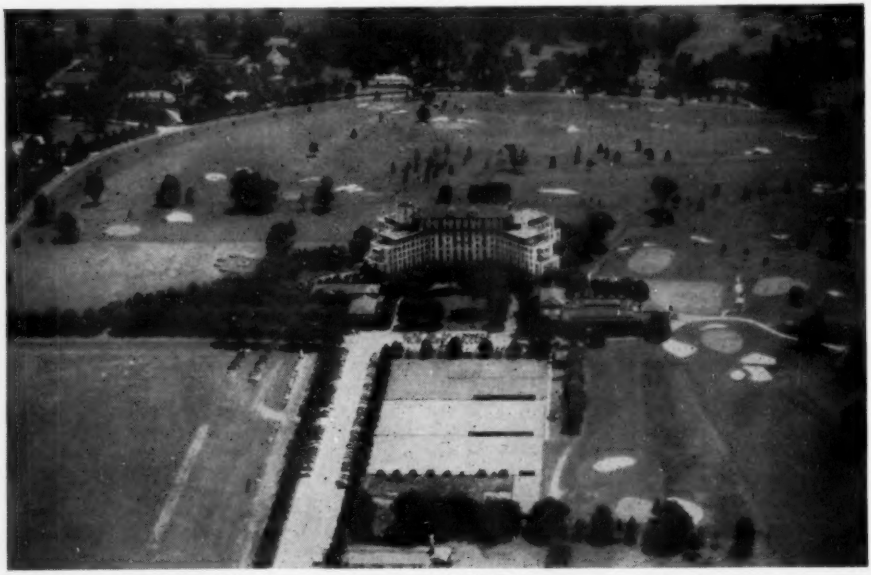
FRED D. FERGUSON
Vice President

F. J. RING
Secretary-Treasurer

11th Annual Convention of Independent Forms Distributors

A RECORD-BREAKING attendance is expected at the 11th annual conference of National Business Forms Associates at the Westchester Country Club, Rye, N. Y., from October 28 to 31. NBFA's president, W. R. Harris, has been diligently working to provide four days of profitable and educational meetings—designed to help all members of NBFA to do a better job.

General business sessions will be held on all four days. On the program for discussion will be the NBFA systems library project, the applications and manufacturers directory project. Systems designing and forms control will



Westchester Country Club, Rye, N. Y., scene of NBFA's 11th Annual Conference this month.

spacefinder files

save time, space and money

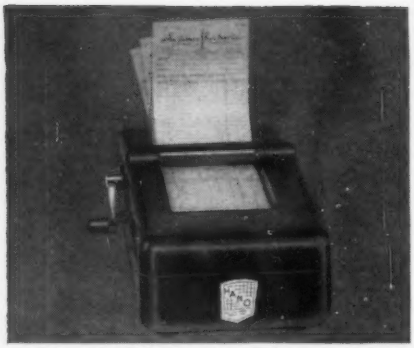
★Independent surveys comparing shelf and drawer filing show approximately 50% savings in personnel **TIME.** No time wasted opening, closing drawers. Doors give shelf work surface. ★Floor **SPACE** savings amount to 42-50% due to greater capacity, 30-inch aisles. ★When you save time and space, you save **MONEY.** Doors protect against dust, dirt and fire. Welded Spacefinders can be moved with contents intact. Write for illustrated Spacefinder literature today.

For More Information Circle No. 163

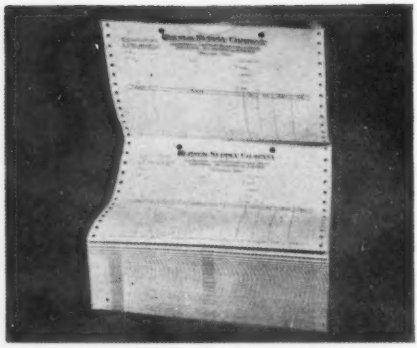
TAB

PRODUCTS CO.

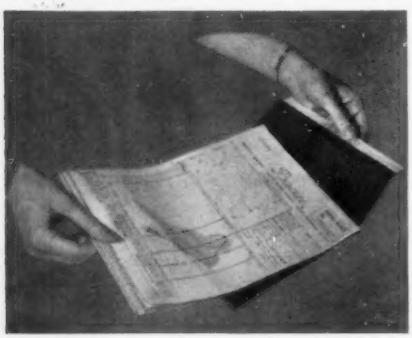
57 Post St.—San Francisco 4



Hano Refolder Registers in 4 widths, electric or manual; all-aluminum Portables and pocket size Porta-Pak, plus cash drawer units.



Hano Litho-Tab marginal punched forms are trouble-free with better papers, more sensitive carbons. Stock Tab also available for many requirements.



One-Time Carbon Hano Snap-a-Parts, Multi-Snaps, Special and Custom plus special purpose forms, orders, memos, meter tickets, repair orders, invoices.

Low-Cost Standard Body Forms, semi-custom Han-o-Sav, *plus* extensive Custom Register form list . . . all with standard punching.

Hano — your "one-stop" source . . .

for time-saving business systems. For the *right* form or system for your specific need, you'll find Hano the only "one-stop" source. A complete line of Registers and Forms, Snap-a-Part sets, Continuous and Tab forms can solve your problem . . . at low cost. There's a Hano man or dealer ready to help you save time and money. May we have him contact you?

8-page folder shows Hano complete line. Available on request.

PHILIP Hano COMPANY INC.

General and Sales Offices: HOLYOKE, MASSACHUSETTS

Warehouse and Branch Plant MT. OLIVE, ILLINOIS

For More Information Circle No. 424

NBFA Convention Program

SUNDAY, OCTOBER 28

3:00 p.m. Board of Directors Meeting.
6:00 p.m. Cocktail Hour.
Informal meetings will be held throughout the day.

MONDAY, OCTOBER 29

8:30 a.m. Business Session.
10:30 a.m. Factory Visitation.
12:30 p.m. Luncheon at Factory.
4:00 p.m. Automatic Data Processing by American Telephone & Telegraph Co.

TUESDAY, OCTOBER 30

9:00 a.m. to 5:00 p.m. Meeting with Manufacturers.
1:00 p.m. Golf Tournament.
4:30 p.m. Talk by James Dillon, Dillon-Ford Co., New York.

WEDNESDAY, OCTOBER 31

8:30 a.m. Business Session.
11:30 a.m. Talk by W. A. Ryan, President, American Register Co., Boston.
1:00 p.m. Luncheon.
2:30 p.m. Automatic Data Processing by Commercial Controls Corp.
6:30 p.m. Manufacturers Cocktail Hour.
8:00 p.m. Annual Banquet. Master of Ceremonies: John Randall, president, Specialized Forms Co., Caledonia, N. Y.
10:00 p.m. Dance Sponsored by the Manufacturers.

be covered in a panel session.

W. A. Ryan, president, American Register Co., Boston, will be the principal speaker on Wednesday, October 31. Mr. Ryan has devoted many years to the business forms industry. He has had broad experience in sales administration, organization and distribution plus a thorough knowledge of national marketing—and is an expert in applying his vast knowledge for the greatest benefit of members and guests of the NBFA.

Factory visitations are planned in the New York metropolitan area, on a group and individual basis, to provide production information and allow the members to witness actual production on modern forms producing equipment. The factories to be visited will be Arthur J. Gavrin Press, Inc., New Rochelle, N. Y., National Systems & Forms Co., East Rutherford, N. J., and Vue-Fax Corp., Westbury, L. I., N. Y.

All of the NBFA principal suppliers will be in attendance to supply members with a wide variety of selected industries' business forms samples and systems, and to exchange ideas and problems common to the forms industry.

Technical speaker of the meeting will be James Dillon of Dillon-Ford Co., New York, who will describe the different types and kinds of forms handling equipment being used in Europe. He is well qualified to speak on the subject because Mr. Dillon's company produces forms handling devices and equipment, and he recently toured Europe to gather facts and ideas to present at this conference.

(Continued on page 251)

Forms You Can Make

(Continued from page 119)

described, plus care and a little practice. Once the quantity and sequence of material to be entered against each caption or in each column is known, it is a matter of judgment and experiment to fit them into the standard sizes of paper being used on the duplicator.

The principles of forms design have often been described, and they all apply here. For our purpose, it should perhaps be mentioned that the rulings for forms to be used on a typewriter should be in multiples of one-sixth of an inch down the page: many types of duplicating master have scales printed down the margins. The same scales will serve for forms that are to be filled in by hand, using 1½ divisions to get quarter-inch spacing. It has been found that quarter-inch lines are best for hand-written forms; less is too small, more encourages people to scrawl.

Spacing across the page depends on whether Elite or Pica machines will be used but, unless the space available is very small compared to the data to be entered, it is safe to measure in inches and tenths. One point sometimes overlooked is that the width of the columns in a columnar form depends on the entries to be made in the columns, *not the*

FORM 276

LOADING REPORT

STORE SECTION _____ DATE _____

NO. OF UNIT PKGS.	QTY. PER PKG.	DESCRIPTION	WEIGHT PER UNIT	TOTAL WEIGHT

LOADER'S SIGNATURE | FOREMAN'S SIGNATURE

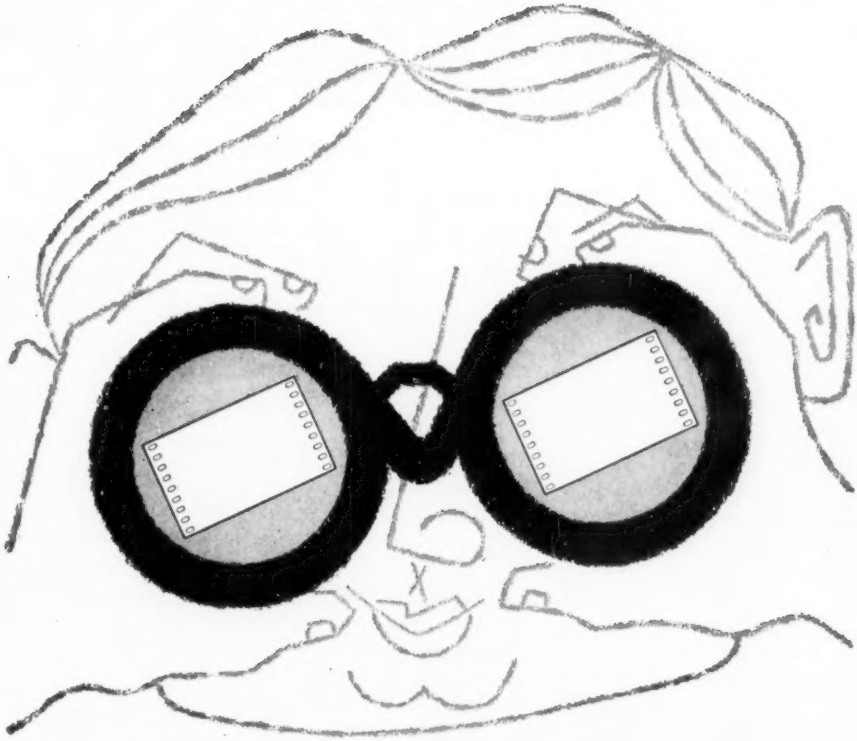
Fig. 6. Spacesavers: lines with open sides, open signature areas, column headings line-spaced less than 1/6-inch.

QUANTITY PRODUCTION SUMMARY

Department. Period from _____ to _____ 195

PRODUCTION CATEGORY	MATERIAL				LABOUR				OVERHEAD				
Item Classification and Process Codes	Raw Stock		Processing		Raw Stock		Processing						
	Direct	Indirect	Continuous	Batch	Direct	Indirect	Continuous	Batch	Supplies	Light & Heat	Power	Insurance	Repairs	Rent	TOTAL
1.01															
1.02															

Fig. 5. Angled headings on a "homemade" form.



See how they run—offset!

If you haven't discovered Plastiplates, the magic plastic offset plates, *see how they run – right on your own press!* No cost to you. Two types available:

Pre-sensitized Photospeed Plastiplates for sparkling halftones and crisp linework. All processing steps built right in – just expose, *de-sensitize*, and print.

Direct Image Plastiplates that take typing so beautifully and permit fast, nondetectable corrections. And you can write or draw directly on their patented plastic surface. *See how they run!* Free samples are yours for the asking.

Room 2027, 315 Fourth Ave., New York 10.
Please send me free samples of

☐ Pre-sensitized Plastiplates
☐ Direct Image Plastiplates

NAME _____
FIRM _____
MAKE & MODEL PRESS _____
ADDRESS _____
CITY _____
ZONE _____ STATE _____ 9

Remington Rand Division of SPERRY RAND CORPORATION

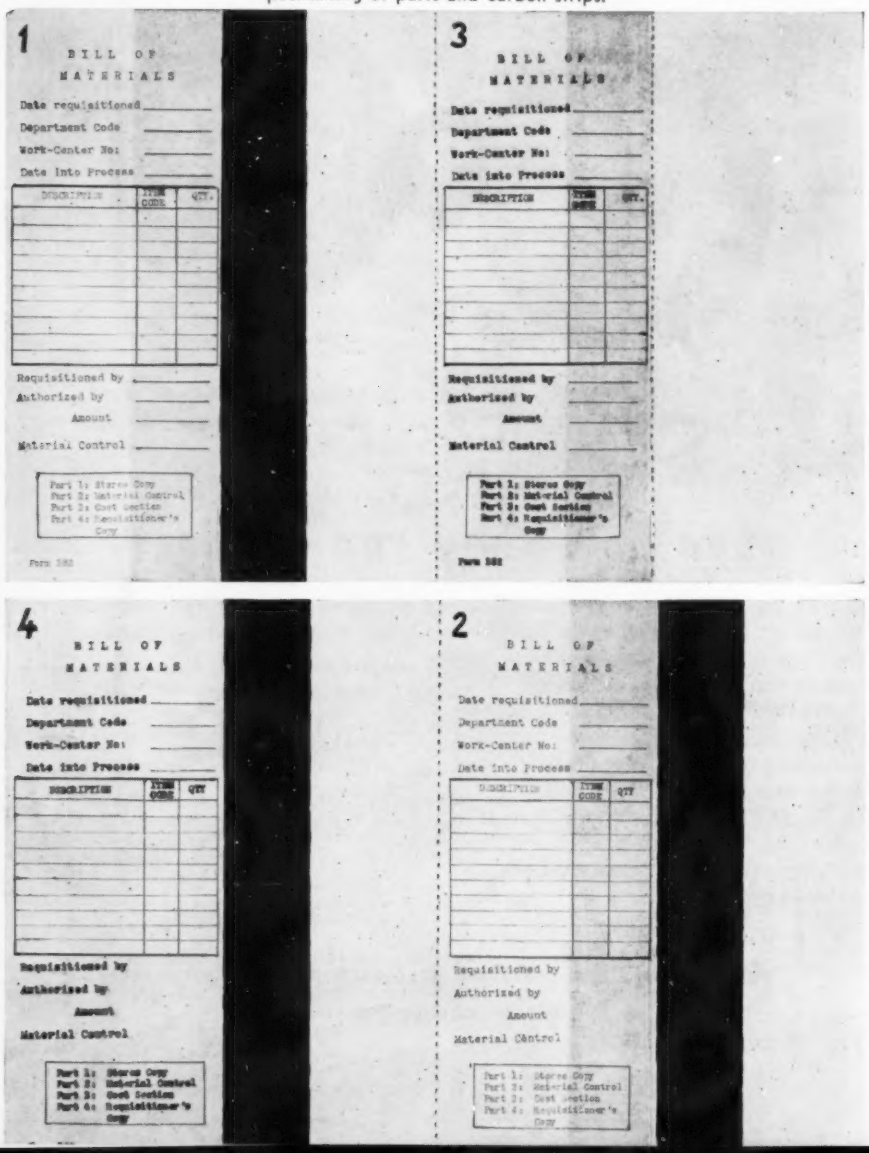
For More Information Circle No. 421

number of letters in the heading.

If a fairly small sheet would allow enough space for the entries, but not enough to fit in the headings of the columns, the 60° triangle comes in handy. The columns can be made the right width for the entries and the headings placed at an angle (Fig. 5). They will not be quite as legible as if they were horizontal, but they often may be clearer this way than abbreviated. Alternatively, the words can be split and hyphenated, using two lines instead of one. Column headings may be made deeper even when they cannot be made wider.

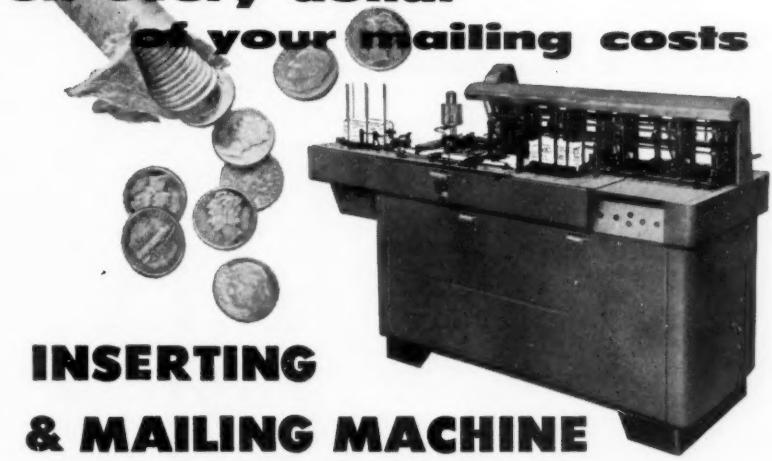
The triangle is useful for placing vertical rulings and making sure that

Fig. 7. Front and back of a four-part folded form after carbonizing and printing. Note positioning of parts and carbon strips.



SAVE 80¢

on every dollar of your mailing costs



INSERTING & MAILING MACHINE

Whether you mail 500,000 or 5,000 pieces a month, you can save 80% of your costs with precision engineered Inserting & Mailing Machine. In continuous sequence, without human intervention, it gathers up to 8 enclosures, stuffs them into envelopes, moistens and seals flaps, seals, meters postage or prints indicia, counts and stacks from 3,500 to 4,500 pieces per hour. It's all done by one operator! Acclaimed for accuracy through 25 years of business use.

Read how a small mailer saved with automation in mailing. Write for case history.

INSERTING AND MAILING MACHINE CO.
PHILLIPSBURG, NEW JERSEY

GATHERS ENCLOSURES | INSERTS INTO ENVELOPE | SEALS ENVELOPE | PRINTS POSTAGE INDICIA | COUNTS & STACKS

INSERTING AND MAILING MACHINE CO., Phillipsburg, New Jersey O-10

☐ Send "How Small Can a Mailer Be?" ☐ Arrange a demonstration.

We mail ..... M per .....

Name .....

Firm .....

Address .....

City ..... Zone .... State .....

For More Information Circle No. 223

A new Clary adding machine does wonders for a girl's morale...

(and for her work output, too!)

So swift and sure is a Clary, it makes her job a real joy. Beautiful Clarys are now pleasing people in over 160,000 modern offices. With good office girls so hard to find (and keep) these days, wouldn't Clarys be a fine idea for your business? Just call your nearby Clary dealer or Factory Branch Office. The number's in the Yellow Pages!

10-Key or Full Key, in 5 glowing colors—blue, gray, green, beige, turquoise.

BUSINESS MACHINES DIVISION

CLARY CORPORATION, San Gabriel, Calif.

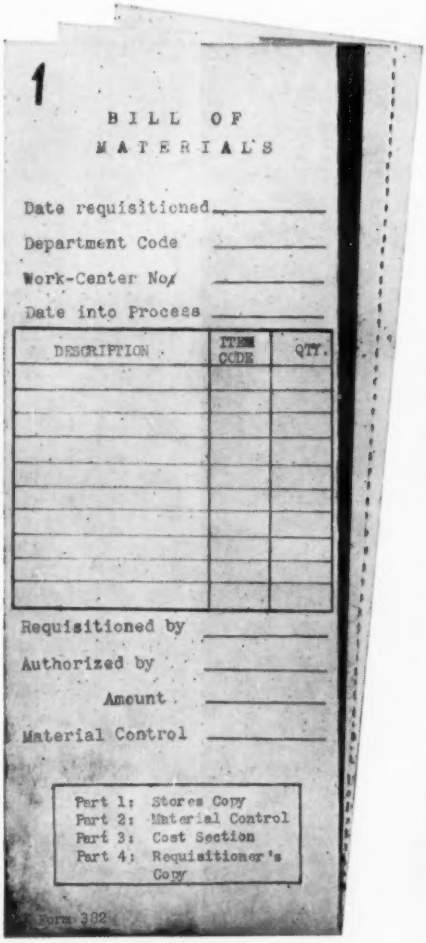
In Canada: Clary Multiplier of Canada, Ltd., Toronto

MANUFACTURER OF BUSINESS MACHINES, ELECTRONIC DATA-HANDLING EQUIPMENT, AIRCRAFT & MISSILE COMPONENTS

For More Information Circle No. 430

they really are vertical, although the scales printed on most duplicating masters serve this purpose too.

Different styles of duplicators need different amounts of blank margin space at the top, foot and sides of a standard size sheet. Sometimes a form is just a fraction too large, even after the minimum space has been allowed for all the entries. There are still several ways to gain enough space to fit the


1

BILL OF MATERIALS

Date requisitioned _____

Department Code _____

Work-Center No. _____

Date into Process _____

DESCRIPTION	ITEM CODE	QTY.

Requisitioned by _____

Authorized by _____

Amount _____

Material Control _____

Part 1: Stores Copy
Part 2: Material Control
Part 3: Cost Section
Part 4: Requisitioner's Copy

Form 382

Fig. 8. The folded four-part form.

Safeguard Your Business Secrets

Now you quickly and easily destroy confidential papers and obsolete records right in your own office.

NEW SHREDMASTER

Bantam 10

Portable shredding machine designed especially for office use, the size and weight of a business typewriter!

Bantam 10

The only office paper shredding machine that destroys confidential papers quietly and cleanly. Greater capacity, speed and safety than ever before! Compact, modern design. Exclusive slanted gravity feed speeds shredding of paper in multiple thicknesses, tickets, cards, coupons and labels. Anyone can operate the **Bantam 10.** Safety throat assures protection. Priced well within the budget of all businesses, large or small.

Ask for Brochure B

FREE:

Illustrated descriptive folder includes 10 day free trial details. Write "**BANTAM 10**" on your letterhead or postcard, and mail today to:

The SHREDMASTER Corp.
[illegible] East 40th Street, New York 16, N. Y.
Manufacturers of the most complete line of Office and Industrial Shredding Machines
A Division of Self Winding Clock Co., Inc.

For More Information Circle No. 245

A woman's scarf:

or how to boost typing production

OFF-BEAT as this statement may appear, nevertheless the scarf weighs *more* than the amount of weight it takes for your secretary to depress one key on the new Royal Electric.

In fact, the new Royal Electric is 13 times easier to operate than a non-electric typewriter—*which simply means a big boost in typing production.*

How big a boost? In your case, it involves these factors: Typists' salaries, days worked per year, hours typed per day, and production rates.

When you and your Royal Representative talk over these factors, he'll be able to calculate the expected savings when you install new Royal Electrics.

ROYAL® *electric*

standard • portable • Roytype® business supplies

Royal Typewriter Company, *Division of Royal McBee Corporation*

For More Information Circle No. 402

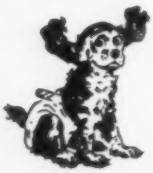
ROYAL
OFF
TAB CLEAR

even upside-down

MORRIS SAFE-T-SET

can't spill ink!

"Puddle Proof"



The Morris Safe-T-Set is puddle-proof under all conditions—absolutely safe. Perfect for students or for every desk in home and office. Beautifully designed in today's colors. Writes for months without refilling. Choice of Morris long-wearing points made to suit individual writing styles. See the SAFE-T-SET at all stationers everywhere.

BERT M. MORRIS CO.

8651 WEST THIRD STREET, LOS ANGELES 48, CALIFORNIA
In New York: 381 Fourth Avenue
In Canada: McFarlane Son & Hodgson, Ltd., Montreal, Quebec

For More Information Circle No. 199

form on the duplicator.

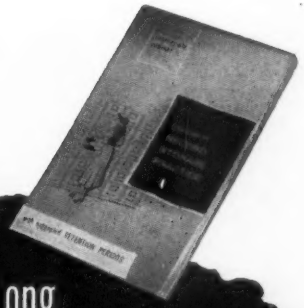
If the area the machine can print is just too narrow, the outside edges of the outside columns can be left unruled, so that the entries can run into the blank margins of the paper. If the area is just too short, it may be possible to gain a line or so in the length of the form by giving the headings a little less than the normal sixth of an inch per typewriter line, while still keeping the right spacing for the entries which will have to be typed in the body of the form.

If there is a line short after this, there is still another chance. The bottom line is often used only for signatures. The spaces for these can be indicated by boxes with the bottom open, on the very last line the duplicator can fill, leaving the blank margin below for the actual signatures. (Fig. 6).

Margin space can be moved from the top of the form to the foot (or vice versa), even if all the adjustment on the duplicator has already been used, by cutting a strip off one end of the master outside the printing area and taping it back to the other end.

The ink or fluid in most duplicating processes tends to spread a little. This makes it difficult to produce forms with really fine rulings. The glass tracing scope which we mentioned earlier is a great help in this. Used as a backing when the forms are ruled, it makes a hard enough surface to allow a fine line, even when enough pressure is used to ensure adequate reproduction in the duplicating machine. A hard platen or backing sheet will help in the same way for sharp text, and with the hectograph process, using the typewriter's stencil position helps even more.

For even finer results, the drawing can be done with a ruling pen on white paper and transferred to the duplicating master by photography, xerography, diazo (from a translucent original) or a number of other facsimile processes. The use of this method for copying printed forms onto duplicating masters for re-



How Long Should Records be Kept?

this FREE booklet tells you

Now available—our Manual of Record Storage Practice with Retention Periods for general business and banks. It tells a simplified story of record procedure and an easy-to-do storage plan for inactive records. **A VALUABLE GUIDE FOR EVERY BUSINESS.** For your *FREE* copy, clip this ad to your letter-head and mail to:

BANKERS BOX CO., Dept. O-10
720 S. Dearborn St., Chicago 5, Illinois
For More Information Circle No. 257

Memo

Don't buy carbon or NCR forms until you send for the FREE Cromwell catalog!

CROMWELL PRINTERY, INC.
ROTARY DEPT.
ALBANY 1, N. Y.

For More Information Circle No. 282

production in the office is too well known for comment here, but it is easy to prepare completely new forms and get very satisfactory results. These services can be obtained on a service basis if you do not have the machines.

Photographic and other methods also make it very easy to reprint forms that need revision, or to correct errors without re-drawing a whole form.

To remove a detail that is out-of-date —a name or date, for example—all that is necessary is to paste a piece of clean paper over the original drawing before it is reproduced. The piece of paper can equally well have new details typed on it. If the change is not too drastic and typed text will not look well, printed letters can be clipped from elsewhere and assembled to form new text. Rubber cement is a convenient adhesive. Any excess can be peeled off without leaving a mark; so can papers stuck down with it.

Supplies of printed letters can be obtained ready for use, and these are easier to handle. They can be assembled with perfect alignment and spacing; for a large form title, for example.

Forms that need very small print (such as 8″ x 5″ record cards) can be drawn double-size. The headings can be typed in capitals and the whole photographically reduced to the required size on an offset master. If there are only a few characters that have to be in very small print, it may be decided that they can be hand lettered for duplicating. It is very important for the appearance of the form that they be in perfect alignment. A great help for this is to place a ruler on the paper where the bottom of the writing is to be, and to end all the down-strokes against the ruler. A lettering template is even better. There are very effective lettering guides on the market.

If the revision of the form involves alterations to the spacing over large areas (for example, inserting an extra column), it may be easier to start with a blank sheet of the right size, cut up a

for **GREATEST ECONOMY**
and **CONVENIENCE!**

NO. 333 INDIA. *The Standard eraser preferred by everyone, for all around erasing use in home, school and office.*
Illustrated in actual size, is but one of a number of quality-made, King-size Weldon Roberts Erasers which you should purchase now from your stationer.

King Size
Weldon Roberts Erasers
Correct Mistakes in Any Language

- **Larger Use-Surface; 2 to 3 Times the Wear**
- **Easier to Hold**
- **Less Likely to be Lost or Mislaid**
- **Easier and Quicker to Find on Desks or in Drawers**

WELDON ROBERTS RUBBER CO.
365 Sixth Avenue Newark 7, N. J.
World's Foremost Eraser Specialists

For More Information Circle No. 243

Just ask the gal who uses one!

modern-efficient

Cramer SECRETARIAL CHAIRS

are instantly adjustable to proper fit by ANY USER, and with proper fit comes comfort and efficiency . . . are engineered with the finest features ever built into office chairs, including a patented swivel that never binds nor becomes loose or wobbly . . . are available in most any fabric or color and *all covers are easily removed* or replaced . . . give MANY MORE years of good service for every dollar you spend.

1—Spring-mounted, foam latex back rest.
2—Exclusive patented molded foam latex seat cushion.
3—Free-moving swivel; can't wobble or stick.
4—Easy seat height and back adjustments.
5—Wide choice of easy-to-remove fabric covers.

May we prove it to you?

Cramer POSTURE CHAIR CO., INC.

DEPT. O, 1205 CHARLOTTE, KANSAS CITY 6, MISSOURI

- Your Cramer dealer will be happy to work with you in selecting the right equipment for increased efficiency and economy (and oftentime better employee relations) to your office, plant or factory. No obligation.

Mail this coupon for a free demonstration at your convenience . . .

CRAMER POSTURE CHAIR CO., Kansas City 6, Mo.
Please arrange a free demonstration of Alumineaze chairs in my office.

*Name*_____

*Address*_____

Dept. O _____

For More Information Circle No. 222

CLEANER, SHARPER IMPRESSIONS with CLEAR-PRINT

TRY THIS MODERN WOOD BLOCK STAMP PAD! . . . . . .

Outlives Two Ordinary Stamp Pads

Wood Block is chemically treated to hold large amounts of ink and to feed just the right amount to the surface!

Ink dries instantly on paper yet never dries in the pad!

Pad surface is always flat and firm does not collect lint!

Ink cannot gush up between the type causing a blurred impression!

Impressions are always strong, clear, brilliant and waterproof!

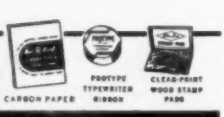
Ink penetrates pad quickly, will not stand on surface as with ordinary pad!

Clear-Print Ink and Pad are never affected by moisture or humidity!

FREE SAMPLES gladly sent to Interested Dealers!

L. A. PHILLIPS, President

Phillips PROCESS CO. 192 MILL ST. ROCHESTER 14, N.Y.



For More Information Circle No. 372

copy of the old form and paste the pieces in their new positions. Entirely new portions can be drawn separately and pasted in, or drawn on the base sheet.

Often it is necessary for the rulings on a revised form or a new one to match exactly the spacing on another form; in sets of matching statements, for example.

There are various approaches to this: an illuminated drawing scope can be used, using the light from below to trace the necessary rulings. One form can be temporarily taped to each side of the one being drawn, to provide a ruling guide. The existing form can be placed on top of the new one and the rulings made with reproducing carbon to run in the duplicator.

Sometimes the basic rulings and headings on a series of forms are the same, with variations in minor details (for example, a check-list running into several pages). In this case it may be possible to make a single master copy of the basic form, reproduce other duplicating masters from it, and fill in the remaining details on these to run the actual forms from them.

Even if it is not possible to make duplicating masters from duplicating masters with the process in the particular office, it will probably be possible to print the basic pattern from the original master onto the others so that it can be seen, even if it will not reproduce in the duplicator. The original master can be used to produce enough copies of the basic form to allow for all the different versions that are to be produced. Then the special details that differ from one form to the next can be typed or drawn on the other masters, in the right position on the basic pattern, and these extra details reproduced on the basic forms already printed.

When the forms are small, it will often be quicker to draw them twice on a master, side-by-side or one above the other (two-up), and duplicate them and then guillotine them apart—rather

Yours FREE!

THE NEW THOMAS COLLATING COST CALCULATOR

Now schedule collating jobs and operating personnel with the highest possible efficiency!

Here's an easy, fast and accurate method to take the guess work out of any collating assignment. Now, for the first time, you can tell in a jiffy just how long it will take, how much it will cost, and what is the quickest and least expensive way to do the job.

Whether you do a lot of collating or just a little . . . whether you collate by hand or with a Thomas Collator, this new cost calculator is **sure** to be a **real** help! Fill out the coupon below and mail today for your **free** calculator. **No obligation, of course!**

Thomas Collators Inc.

More In Use Than All Other Makes Combined

165 SALES & SERVICE OFFICES COAST-TO-COAST AND CANADA

© T. C. 1956

CLIP OUT AND MAIL NOW!

Thomas Collators Inc., Dept. B,
50 Church St., N.Y.C. 7, N. Y.

Please RUSH me:

☐ FREE Thomas Collating Cost Calculator

☐ FREE Brochure on new Thomas Collators.

NAME _____
(PLEASE PRINT)

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

VISIT OUR BOOTH NO. 119 AT THE NATIONAL BUSINESS SHOW.

For More Information Circle No. 313

TOTALIA

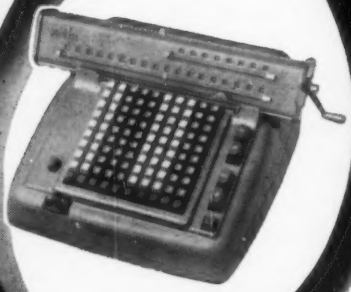
adding listing machine

capacities up to
12 listing
13 totaling

NUMERIA

full keyboard calculator

capacities
up to 10 x 11 x 21



LAGOMARSINO - FAI
Viale Umbria 36
Milano (Italy)

HAND MODELS ALSO AVAILABLE

For More Information Circle No. 191

than draw the form once only and double the length of the duplicating run.

If there are many small forms of various sizes it will pay to obtain a paper cutter. If many of them are filed away after use in ring or prong binders, it may also pay to get a paper drill.

Perforating for line folds or tear-off stubs is another operation which is feasible in the office. Some duplicators can be fitted with perforating attachments, and numbering heads to produce individually numbered forms. Some duplicators also can use carbonizing ink to make carbonized forms.

Multicopy sets with one-time carbon are also possible. Quality one-time carbon paper is available from carbon paper manufacturers. Copies of the form, for example, can be run on four different colors of bond paper, an equal quantity on each color. Then the sheets are collated with the carbon. For example, white original, carbon, blue duplicate, carbon, pink triplicate, carbon, buff quadruplicate, no carbon, white original . . . and so on.

The piles of collated sheets can then be jogged into alignment and padded. Padding may sound a problem until it is realized how simple it is. Merely put a heavy weight (such as a 14″ piece of scrap metal) on the pile of sheets, and brush the end or side of the sheets with a layer of padding glue (obtainable from any printers' supply house).

If desired, a sheet of card stock can be inserted into the piles of forms at intervals of every 25th or 50th set. When the glue has set, a knife slipped through the pile along the glued side just below the cards will break the pads apart. Using the cardboard backing is not essential and workable pads can be made without it.

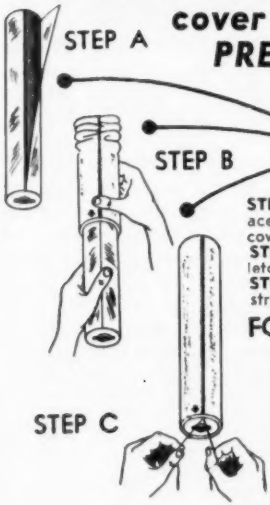
Sets like this can be individually numbered even without a numbering attachment of the duplicator. Using a hand numbering machine is not unduly laborious when quantities are not too large.

Another effective type of multicopy

MULTILITH OPERATORS up to 50%

NOW YOU CAN CUT COSTS

cover your own dampening rolls with PRESEWN TRI-MOL molleton covers



IN 5 to 10 MINUTES ANYONE IN YOUR OFFICE can put on their own dampening roll TRI-MOL Molleton covers. It's as easy as A-B-C (see illustrated steps at left). Send in your order today or write for more information.

STEP A — Wrap acetate (sent with cover) around roller.
STEP B—Slide TRI-MOL Molleton cover (as shown) onto roller.
STEP C — Tie ends and cut excess string THAT'S ALL THERE IS TO DO!

FOR ALL MULTILITH & DAVIDSON PRESSES

For further information, write:

ROLL-O-GRAPHIC CORP.
133 Prince St., New York, N. Y.

DEALERS AND DISTRIBUTORS INQUIRIES INVITED
For More Information Circle No. 266

Mail Cart!

Put efficiency in your mail operation! This double-deck polished aluminum mail cart by Chesley lets your mail department categorize incoming mail for quick, error-free delivery. Lower basket for out-going mail. Both baskets are removable.

Write for free brochure — or, better still — order today!
Available in Legal or Letter Size — Please Specify
Size: Length 26½; Width 14; Height 29½
(File Folders Not Included)
$40.00 F.O.B. DETROIT

CI **CHESLEY INDUSTRIES**
24777 TELEGRAPH ROAD
DETROIT, MICHIGAN

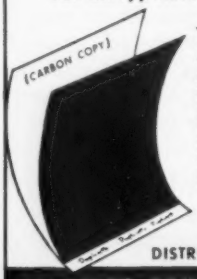
For More Information Circle No. 249

Prove it to yourself!!!

Duplisette

READY-MADE SECOND-SHEET & CARBON SETS

for all typewritten carbon copies



— *quick, clean, easy!* Act on this free sample offer —once you've used time-and-money-saving Duplisettes you'll never go back to the old-fashioned loose carbon method!
Size 8½ x 11 in *white, canary, pink, blue & green.*

Send for FREE SAMPLES—today!

DISTRIBUTORSHIPS AVAILABLE

CARTERET PRINTING COMPANY
480 CANAL ST., NEW YORK 13, N. Y. · WOrth 6-1454

For More Information Circle No. 251

carbonized set that can be made on an office duplicator is the folded set. This requires a perforator. The paper can be bought either with the necessary carbon strips, or printed with carbonizing ink on the duplicator. When the latter is done, the carbon is liable to dry up, so not more than a week or two of stock should be done at a time. The requirements have to be very carefully explained to the person who will make the plates or masters, but once they are made, it is simple to produce the forms. The image of the form has to appear twice on one master (for Parts I and III) and twice on another for Parts II and IV. There is a blank space between Part I and Part III, on the back of which Part II will be printed, and another the other side of Part III (Part IV goes on the back of it). The carbonized strips are positioned accordingly, also on two masters (Fig. 7 and 8).

Four runs through the duplicator and perforator, produce the four-part fold-over form and the necessary carbonizing. To do the four parts separately could take four printed and four carbonizing runs, plus collating and padding.

This method is practical for small forms when a compact unit set is needed. From an 8½″ x 14″ standard sheet a four-part set 8½″ x 3¼″ at least can be made, or a three-part set 8½″ x 4¼″; quite suitable sizes for material requisitions or a number of other small forms for use within the organization.

From the foregoing it may seem as if almost any form can be produced on an office duplicator. In emergency, there may, in fact, be a way to produce a form to fit almost any need, if only as a temporary measure. But in the normal course of events, there are many jobs that it would be unwise to attempt. Continuous forms or snap-out sets are out of the question. So is any set which has to stay as a set after the first entries have been made: padded sets come apart with handling. Any form which needs a large variety of type sizes or fancy type styles is out; so, probably

PLASTIC

MASO-MAT

NEW... beauty for every office!

No more shabby painted mats to mar the appearance of your office or desk area! New gleaming plastic-laminated MASO-MATS in rich wood-grain decorator colors (Walnut, Driftwood Gray, Mist Green and Desert Sage (beige) harmonize perfectly with any color scheme. Truly beautiful, MASO-MATS match your office furniture and furnishings—won't chip or peel—clean with a damp cloth — are non-slip — and long, long wear makes them more economical for *every desk in your offices*—President to office boy. See them at leading dealers everywhere.

Send for illustrated catalog—it's FREE!

MASO STEEL PRODUCTS, INC.
53 W. Jackson, Room 911, Chicago 4, Ill.
Please send me free Catalog and more information on the plastic laminated Maso-Mat.

Name

Title

Company

Address

City Zone State

MASO STEEL PRODUCTS, INC.
53 W. Jackson, Chicago 4, Ill.
For More Information Circle No. 311

pre-sensitized
plates produced
in seconds.....
with Rapid Printer
by nuArc

...the only Complete Printer with a built-in automatically controlled Carbon Arc Lamp

It is a proven fact that the carbon arc lamp is the only known method of making long running offset plates that reproduce true, sharp line definition and dot structure.
Make your plates efficiently and economically, the same as the large lithographers ... with an arc lamp.
Get the facts on nuArc Rapid Printers.

Contact your dealer or write for bulletin 230AO

nuArc® COMPANY, INC.
General office and factory:
824 S. Western Ave., Chicago 12, Ill.

Eastern Sales and Service: 215 Fourth Avenue, New York, N. Y.

SEE US AT THE NATIONAL BUSINESS SHOW, NEW YORK COLISEUM, BOOTH No. 220-A.

For More Information Circle No. 244

are any that require more than two distinct thicknesses of ruling apart from single or double rules.

Use of different colors of printing is usually too laborious for office duplicating, though more so with some processes than others. Die-cuts demand costly equipment, although corner-cutting is easy in the office. Punching for pegboard forms also needs elaborate machinery if it is to be accurate. Quantities of more than a few thousand sheets are usually more economical on a printing press, where they can be run two-up, four-up, or even more. This is especially true with large forms.

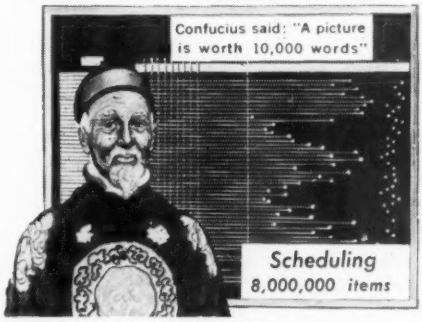
Of course, it will be very rarely that a job done in the office will rival the high quality and accuracy of a forms printer. Many office processes wet either the master or the paper. Wet paper shrinks and stretches; dimensions on the form vary slightly accordingly. The duplicator operator seldom has all the equipment nor, probably, the experience of the printer. The same results are not to be expected.

Nevertheless, with care and a little ingenuity, the office duplicator can be made to pay its way handsomely on all sorts of jobs. The processes we have described may seem ambitious, but they may make it possible to save a great deal of labor by having forms ready-made for all sorts of work, where the quantities do not justify a full-scale printing job. One could hardly consider pre-printing an order form with a list of items that would be out-of-date after a week, even if it meant that a lot of people would have to list them by hand. But it is quite practical to print a week's supply in the office and save them the trouble.

Don't pass up your right to

VOTE!

PRODUC-TROL
Visual Control
not only schedules,
But **automatically checks with TIME, LINE and COLOR control**



- Original cost and upkeep low.
- Schedules and time checks operations.
- Historical record to back it up.
- Bad situations show automatically.
- Its simplicity has put it into world-wide use.
- Analyze 100 items in 10 seconds.

Effective Tools for Effective Management

WASSELL ORGANIZATION, INC.
Westport, Conn.
For More Information Circle No. 246

FREE DIES AND PROOFS
GENUINE ENGRAVED LETTERHEADS $15.00 FOR 1000
Genuine ENGRAVED BUSINESS CARDS
500 $11 • 1000 $15
BUSINESS ANNOUNCEMENTS 500 ONLY $28
MANUSCRIPT COVERS $3.00 FOR 100
CLIP YOUR LETTERHEAD TO THIS AD... MAIL FOR FREE PROOF
DEWBERRY ENGRAVING CO.
807 SO. 20th ST., BIRMINGHAM 5, ALABAMA
For More Information Circle No. 247

Premium Prepayment Cuts Office Work

AUTOMATIC PAYMENT of life insurance premiums is catching on here and in Canada, Arthur J Tufts, assistant secretary, Life Office Management Assn., reported at its annual conference last month. Under the Preauthorized Check Plan, a policyholder authorizes his insurance company to draw checks against his account, usually monthly, for the payment of premiums. He authorizes his bank to honor these checks. The checks are charged against the policyholder's bank account, like any other check.

In Canada, under the Postdated Check Plan, the policyholder sends the life insurance company a set of postdated signed checks, which the company deposits as the premiums fall due.

It is not always easy to obtain the cooperation of banks in setting up a preauthorized check plan, but several life insurance companies are writing 15-20% of their new business on the plan. One company writes 18,000 preauthorized checks a month, and includes up to ten policies on one check.

Mailing of premium notices is eliminated. Companies can control their receipt of premium payments because checks are made up and deposited according to company schedule, not when policyholders happen to mail their checks. Some companies charge the regular monthly premium. Many charge one-twelfth of annual premium. Others charge variations in between.

"The most recent information on bank acceptance comes from two insurance companies—one in the midwest and one in the east," Mr. Tufts said. "One has approximately 3000 cooperating banks. During the last eight months it wrote 525 new banks asking them to accept the plan for depositors. It received acceptances from 83%. The other company solicited 337 new banks and received 93% cooperation."

HIGH COSTS demand MAXIMUM efficiency

Good machines are costly . . . operator's wages are high. And NOISE is mighty costly, too . . . it is estimated that noise costs Business over $4 million daily.
You can reduce machine noise 50%—by using SOF'TONE Acoustinets. And profit from much better production and fewer errors.

© 1956

Results guaranteed—Or You Do Not Pay!

Write for details. Give machines, makes, models you use and measurements.

Gates CO.

ACOUSTINET

310 AMERICAN STANDARD BUILDING
BUFFALO 7, NEW YORK

For More Information Circle No. 263

from order to invoice...

WRITTEN JUST ONCE

Just one writing produces all the paperwork you need to fill, ship and bill an order—when you *Direct Copy* with Ozalid.

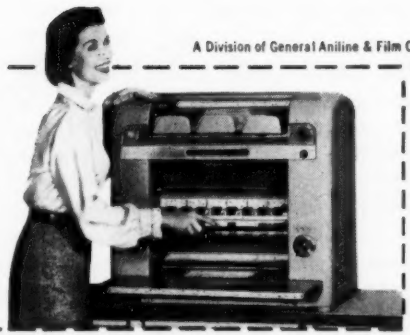
You save costly, repetitious hand-copying and retyping. You end proofreading . . . eliminate copy errors . . . get shipments and bills out sooner . . . improve customer service.

Ozalid ends wasteful duplication of paperwork throughout your business. In every department, Ozalid replaces writing or typing with inexpensive *Direct Copying*.

For the full story, call your local Ozalid representative. His number's in the phone book, or send coupon below for more information.

OZALID®
DIRECT COPY SYSTEMS

A Division of General Aniline & Film Corporation. In Canada: Hughes Owens Company, Ltd., Montreal



Ozalid, Dept. I-10, Johnson City, N. Y.

Please send more information on how Ozalid *Direct Copying* can help us with our:

☐ Order-Invoicing ☐ Purchasing ☐ Accounting
☐ Production Control ☐ Receiving ☐ Engineering

Name.....

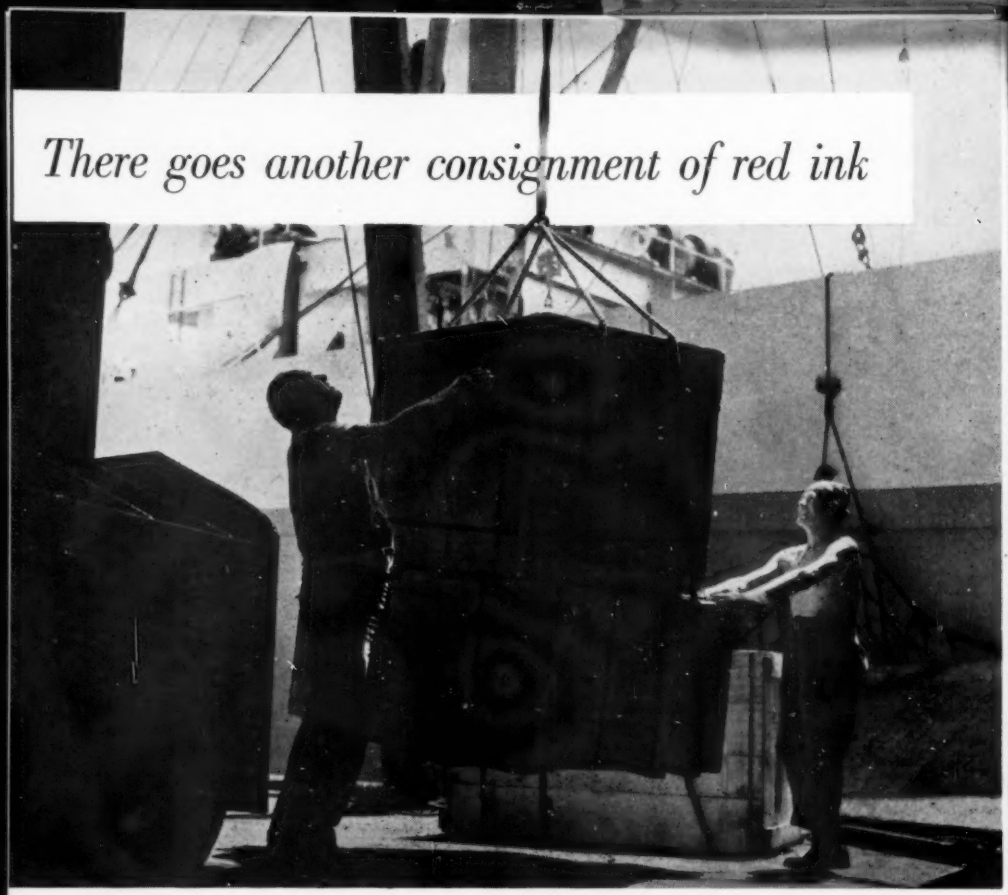
Position.....

Firm.....

Address.....

City.....State.....

For More Information Circle No. 425



The salesman spent a week in Bermuda on his commission. The front office rejoiced. But the company lost money.

What was wrong? Factory overhead.

This company has a plant-wide burden rate. All costs are based on it. In some departments, actual overhead is *less* than the standard rate. Profits are high. In others – notably those which turned out these babies – actual overhead *exceeds* the standard rate. Prices don't cover it. Profits are seldom if ever.

How different with the Keysort Plant Control Plan! With PCP, the plant manager can pinpoint burden charges by *department* . . . and prices can be set to allow for profit in each operation. Because plant operating figures are reported *on time*, unrealistic overhead rates can be quickly spotted.

The Keysort Plant Control Plan can give you *fast, accurate* reports on every phase of factory operation. Whatever your size or set-up. At remarkably low cost. The nearby McBee man has a presentation which will show you how it's done. *It takes just one hour from start to finish.* Phone him, or write us.

McBEE KEYSORT®

Punched-card accounting for any business

Manufactured exclusively by **The McBee Company, Athens, Ohio** • Division of Royal McBee Corporation
Offices in principal cities • In Canada: The McBee Company, Ltd., 179 Bartley Drive, Toronto 16, Ontario

everybody ...but EVERYBODY... wants my SWIFT

They rush in twenty times a day: "Where's the Swift?" The machine weighs only 6½ lbs. so it moves all around from office to office and desk to desk. My girl friend couldn't believe that this wonderful Swift adds and multiplies up to 10,000,000 with a flick of the wrist. Where she works they have only a heavy, non-movable machine and everyone has to "stand and wait" to use it. I showed her the visible dials, the large clear type, the two-color ribbon and even did 150 operations a minute for her.

P.S. Some of the men would like to take it home in its zippered case to finish work at night – but Me, *I lock it in my desk drawer!*

P.P.S. My beloved Swift costs only $99.50 plus tax

At better Office Machine Dealers everywhere or write for information TODAY

SWIFT BUSINESS MACHINES CORP.
Great Barrington, Massachusetts

For More Information Circle No. 270

For the best in USED MONROE CALCULATORS

You can depend on the quality and condition of our used Monroe Desk Calculators —offered by the only outlet directly authorized by Monroe to distribute equipment of this kind.

CALCULATOR EQUIPMENT CORPORATION

556 Central Avenue, Orange, New Jersey

For More Information Circle No. 221

NEW! *Cormac* Economy Photocopier

THE ALL-PURPOSE ***Scout***

The new Cormac "Scout" is equally suited for normal office work or for out-of-office copying. Built-in compartments for paper and supplies! No extra carrying case required! Nothing else to take along! Engineered with the same precision and styling that has made other Cormac photocopiers famous. Fully Guaranteed!

$249.00 F.O.B. N.Y.
weighs 15 lbs.

SAVE TIME! SAVE MONEY! SAVE WORK!

There's a Cormac photocopier for every copying purpose!

Also, a complete line of Cormalite Transfer Papers, single-copy or multiple-copy . . . in every size, weight, type, color.

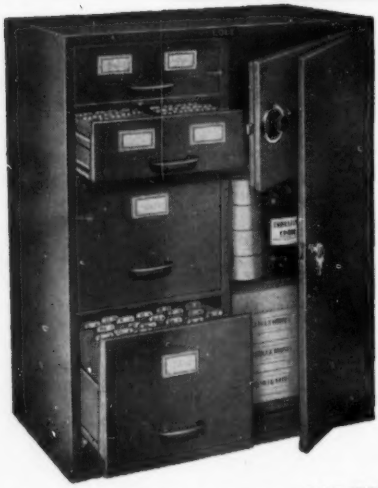
Why not arrange for a *Free Demonstration* of the Cormac in your office, today Or, write for free information on complete Cormac line without obligation.

CORMAC INDUSTRIES, INC. COPR. 1956

Dept. 14, 80 Fifth Avenue, N.Y. 11, N.Y. · ORegon 5-9310

For More Information Circle No. 429

The "DIRECTOR" File No. 1473 **$56.95**
A concealed safety vault, doubly protected by a dial lock and extra outer door. Also contains: three full suspension letter files and two storage compartments under lock and key.



The "EXECUTIVE" File No. 1478 **$62.75**
A concealed safety vault doubly protected by dial lock and extra outer door. Also contains: two full suspension letter files; two storage compartments under lock and key; two drawers for 3x5 or 4x6 cards (6400 capacity), also for leases, contracts or cancelled checks.

Specifications: 30½" wide, 37½" high, 17" deep. In olive green or Cole gray finish.

The "MERCHANT" File No. 1370 **$52.25**
A concealed safety vault doubly protected by a dial lock, plus an extra outer door under lock and key. Also contains: two full suspension steel letter files; a drawer for cancelled checks, or 3x5 or 4x6 index cards (3200 capacity); two adjustable compartments under lock and key. Same as above but 32½" high.

The "PRESIDENT" File No. 475 **$69.95**
Four letter size, full suspension drawers, two drawers for 3x5 or 4x6 cards (6400 capacity). Plus a secret vault with 4" dial lock, doubly protected by extra outer doors. Heavy steel, 32½" wide, 37½" high, 20½" deep. Colors same as above.

Prices slightly higher in Texas, Colorado, West of the Rockies and outside of U.S.A.

For More Information Circle No. 239

COLE STEEL EQUIPMENT CO., INC.
415 Madison Avenue, New York 17, N.Y.

COLE'S "ALL PURPOSE" STANDS

Use it as a typewriter table, "TV" stand, kitchen work table. Rolls on four quality casters, has solid walls and fold-a-way leaves. Opens to 39" x 17". Typewriter desk height. Heavy gauge steel, strong piano hinges. Olive green or Cole gray.

No. 757 **$9.45**

No. 759 (illustrated below) Same features as No. 757 plus a center desk drawer and book shelf. Ideal as a student's desk.

No. 757
$9.45

No. 759
$11.95

No. 2810
$39.95

"SECRETARY" CHAIR

Eliminates fatigue and corrects posture. Four way adjustment. Thick foam rubber upholstered with DuPont's famous "Fabrilite". Brushed aluminum frame. One piece drawn base equipped with kick plates. No. 2810 **$39.95**

10 EXCITING COLORS

Granite Gray, Oak Leaf Green, Saddle Tan, Terra Cotta, Wine, Sapphire Blue, Coral, Apple Green, Brown, Russet.

No. 779 **$42.50**

Cole's "Heavyweight" Stand

"Non-Skid' Top

Finest protection for your costly office machines. Protruding leaves improve work efficiency. Shelf for books or personal items. Heavy steel, electrically welded. Cannot tip or tilt. Ball bearing casters retract at the flip of a lever. Stand will not move when lever is set. Opens to 48" x 25" x 26" high. Non-skid top holds machine firmly in place. Green or Cole Gray.
No. 779 ..... **$42.50**

Prices slightly higher in Texas, Colorado, West of the Rockies and outside of U.S.A.

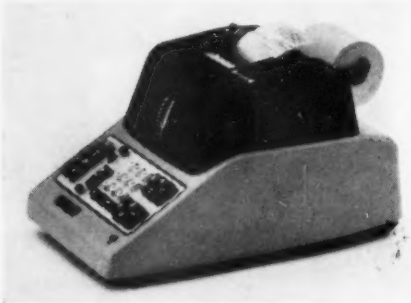
For More Information Circle No. 240

COLE STEEL EQUIPMENT CO., INC.
415 Madison Avenue, New York 17, N.Y.

New Products

PRINTING CALCULATOR

Olivetti Corp. of America, 580 Fifth Ave., New York 36, N. Y., announces the Olivetti Tetractys, a high-speed auto-



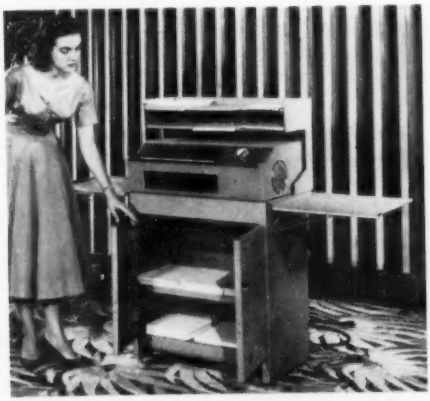
```
        3 2 5 < < x
        4 5 8   =
  1 4 8 8 5 0 + T
        6 5 8 < < x
        2 5 5   =
  1 6 7 7 9 0 + T
      1 2 5 6 < < x
      7 4 5 5   =
9 3 6 3 4 8 0 + T
9 6 8 0 1 2 0 * +
9 6 8 0 1 2 0 < :
      2 2 5 5 < :
      4 2 9 2 < T
      1 6 6 0 < T
```

matic printing calculator which provides automatic short-cut negative multiplication, automatic retention of a constant multiplier or dividend, automatic reentry of the total of accumulated products for subsequent calculation including multiplication and division without manual setting, automatic accumulation of quotients without manual setting, elevation of a number to any power within the machine's capacity (99,999,999,999.99) and automatic squaring without resetting. Results of any calculation can be transferred from the two registers to the memory and back, or automatically retained for constant use. In all calculations the Tetractys operates logically with printed operations and results clearly identified on the tape. Figures are printed horizontally with results in red. Only essential figures are printed. All numbers are entered on the same standard 10-key keyboard which has double and triple cipher keys. Machine operates at 235 cycles a minute. **For More Information Circle No. 101.**

COPYING MACHINES

Minnesota Mining & Mfg. Co., Dept. KO-106, St. Paul 6, Minn., makes three new Thermo-Fax machines which produce copies in four to 10 seconds. No drying, negatives, chemicals, darkrooms or training are needed, and copies are ready for immediate use. The Thermo-Fax Premier is a table-top copying machine which makes copies from any material regardless of its thickness. The cover of the machine rises vertically, leaving a space large enough for books or magazines. It operates on 110 or 220 volts; sells for $429. The Thermo-Fax Fourteen is a table-top machine which copies material up to 14" wide. Its operation is similar to the year-old Secretary copying machine—the copy paper and original are fed into the ma-

chine and return automatically in four to seven seconds with an exact replica on the copy paper. It sells for $429. A new model of the Secretary copying machine uses a new white copy paper. Cabinet stands convert the Premier and Fourteen machines into floor models with space to store copy paper and other office supplies. Stand sells for $70. A new white copy paper expands the Thermo-Fax paper range to five colors: yellow, green, buff, pink and white. A heavy-weight, ledger yellow paper, for use in the Fourteen machine, is for copying ledger sheets and available in 14" x 17" and 11" x 17" stock. **For More Information Circle No. 106.**



PRODUCTION RECORDER

International Business Machines Corp., 590 Madison Ave., New York 22, N. Y., makes the Automatic Production Recording System which can save thousands of hours in factories on data collection and recording. Much of this information is poorly or incorrectly recorded and a substantial amount finds its way into accounting systems. A great deal of these data are unreliable, as well as expensive and difficult to collect, and inadequate for sound management decisions. With APR, production variables such as weight, count, length and temperature, together

with the related information that identifies the product and the process, are automatically collected in great volume and recorded in printed and punched form. This information can be fed directly to data processing machines to prepare production, cost inventory and other reports. Management will have available a running picture of current production performance for on-the-spot supervision. This APR system's components may be combined in small, simple systems or in complex networks, depending on the application. Components include various types of input devices — clocks, keyboards, and a device that converts elec-

trical or mechanical impulses from measuring instruments to digital form; storage devices; a programming unit: and output devices—an automatic typewriter and a tape perforator. All were developed to meet the needs of many and varied production problems and are compatible with commercially available measuring instruments. Monthly rentals for APR systems range from $235 to $1,200 or more, with an average around $500. **For More Information Circle No. 154.**

DATA PROCESSING MACHINES

International Business Machines Corp., 590 Madison Ave., New York 22, N. Y., announced the Ram 650 and Ramac electronic data processing machines which use magnetic disc memories. Transactions are processed continuously, as they occur, instead of being held until a group is accumulated, sorted and batch processed. In a single step, all records affected by a transaction are immediately adjusted to account for the change. Ram 650 combines the IBM 650 Magnetic Drum Data Processing Machine with disk memory units capable of storing a total of 24-million digits. Ramac, an entirely new machine, contains its own input and output devices and processing unit as well as a built-in 5-million-digit disk memory. Both machines operate according to a program of electronically stored instructions. A feature of these continuous accounting machines is the method by which the memory may be interrogated. With the Ram 650, typewriter operators at remote inquiry stations may "ask" the machine for any of the data in the vast memory. Instants later the answer appears on the typewriter. The same remote machines can introduce information directly to the memory. The Ramac may be interrogated in a similar manner directly from the machine's console. Monthly charge for Ramac is $3,200. Deliveries on both will start in mid-1957, although several test Ramac's are being delivered this year. **For More Information Circle No. 153.**

ELECTRONIC TYPEWRITER

International Business Machines Corp., 590 Madison Ave., New York 22, N. Y., has added an electronic reading device to the IBM Electric Typewriter which automatically sets machine's tabulating stops while typist fills in a form. Forms

will be printed with vertical lines of electrically-conductive ink at each blank fill-in area where the typist would normally set the tab. These lines, in effect, program the typewriter. No matter what variety of form the typist uses, the tabs are automatically set. Typist simply operates the tab key and the machine,

"reading" the lines on the form, positions the carriage before the next fill-in area. This sells for $520. **For More Information Circle No. 155.**

STATIC-FREE STENCIL

American Stencil Mfg. Co., 2714 Walnut St., Denver 4, Colo., now makes a static-free duplicating stencil. This new Sure-Rite brown stencil combines toughness and softness and absolute freedom from static. It is an all-purpose stencil for American and foreign machines; made in all machine sizes, for all makes and for water and oil base inks. Can be used for a mechanical negative or a regular stencil. Ideal for stylus work because it is soft and will reproduce the most delicate lines, it is tough so that it will not tear under the hardest pressure. It will stand long runs or repeated reruns. This will be the company's highest priced stencil, and probably the highest priced stencil made today. **For More Information Circle No. 115.**

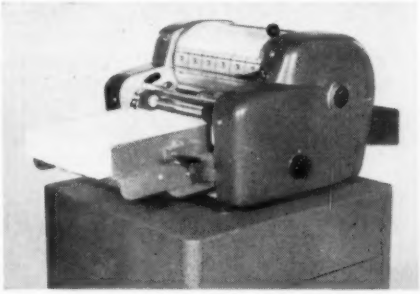
FLUORESCENT FIXTURE

Holophane Co., 342 Madison Ave., New York 17, N. Y., makes the Realite two-lamp fluorescent ceiling fixtures with full Prismalume enclosure which controls light in all directions, provides high level downward light and indirect light on ceiling without glare in the direct

viewing zone. Unit comes in 4-ft. and 8-ft. lengths which can form continuous runs without transverse supports to mar appearance. Each shallow unit can be installed directly on the ceiling with mounting straps and is ideal for low ceilings where recessing is not desirable. Units also are available with pendant hangers. Easily cleaned for minimum maintenance costs, light in weight and shatterproof. All metal parts are rust inhibited and finished in heat bonded white enamel. For illustrated literature with full specifications, **Circle No. 102.**

FLUID DUPLICATOR REAM-FEED

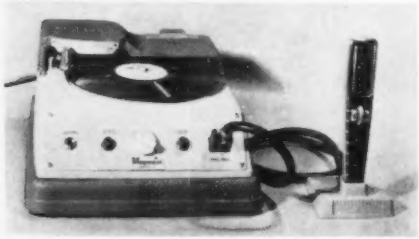
Standard Duplicating Machines Corp., Everett 49, Mass., makes an efficient Ream Feeder for their Rocket Fluid Duplicator. The Ream Feeder is hydraulically operated and Standard's spin type feed rolls and positive stripper pin action assures faultless feeding. Feed tray action is practically soundless and its operation is simple. Feed rollers are raised out of the way, a lever is pressed down to lower the tray, 500 sheets of 20 lb. copy paper are placed in the tray exactly as they come from the wrapper,



the feed rolls are lowered and the tray immediately rises, automatically and hydraulically to the proper operating position. Correct operating level is accurately maintained. There is little to go wrong on this new mechanism and it is claimed maintenance is practically nil. Feeder occupies very little space and is compact enough so that the machine, which has a self-contained motor, can be used separately on a table or desktop. No cabinet is necessary, though smartly styled cabinets are available. At present, the De Luxe Ream Feeder will be available only on electric models of the Rocket Electric. Its 500-sheet capacity saves time in reloading during a working day. **For More Information Circle No. 130.**

DICTATING MACHINE

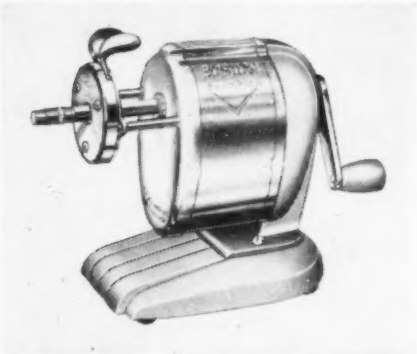
Magnedisk Dictating Co., 52 E. Brink St., Crystal Lake, Ill., announces the Magnedisk dictating-transcribing machine which can be used for remote control operation. It magnetically records 7½ minutes of dictation on pre-grooved discs which are reusable and mailable.



The sensitive microphone is used for dictation and fast playback. Errors can be corrected so that transcriber receives error-free discs. Disc can be completely erased with a magnetic erase bar. Transcriber cannot accidently erase dictation when withdrawing microphone plug and inserting footpedal. Signal indicates if machine is set for dictation or transcription. Another signal indicates when end of record is reached. Machine has automatic shut-off which stops motor if machine is not used for three minutes. Intercom unit plugs into machine for two-way communication. Remote operation is available from any number of stations to one central unit. Accessories include headset, earset, log pads, etc., to meet special requirements. Machine is designed for easy, low-cost dealer-factory servicing. **For More Information Circle No. 125.**

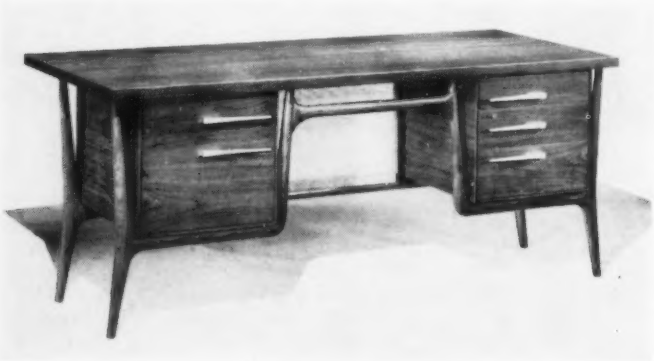
PORTABLE PENCIL SHARPENER

C. Howard Hunt Pen Co., Camden 1, N. J., now makes the Boston Champion Portable Pencil Sharpener in green, blue and sand tones in addition to the standard gray. The portable machine is being



more and more accepted by the offices for each work desk. It feeds itself, cuts perfect points every time, won't scratch desktop and shavings will not spill out of receptacle. **For More Information Circle No. 111.**

DESKS & CHAIRS

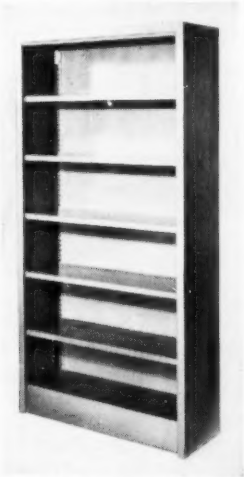


Imperial Desk Co., Evansville, Ind., makes the Profile Group of sculptured wood office furniture with suspended construction which makes each piece an entity of design that can be used singly or in groups. Styled like the finest household furniture and

sculptured from genuine walnut throughout. Clean and restful in design so that its presence would make an office a better, more enjoyable place in which to live and work, the Profile Group came from the drawing board of W A. Sarmiento, a Peruvian designer. Each detail has been patiently worked and reworked to make the result a harmony of styling and construction. New finishes have been developed to accent the inherent richness and natural beauty of genuine walnut. Matching chairs feature flairing Danish-Modern backs and legs with curved seats for restful ease. Covers include genuine top grain leather, U. S. Naugahyde, fabric or combinations to suit individual preference. **For More Information Circle No. 118.**

SHELF FILES

Jasin Mfg. Co., U. S. 31 at Michigan Ave., South Haven, Mich., makes Jasin Adjustable Steel Shelf File Cases with patented fingertip adjustment lever to



set shelves in any position on 1″ centers. There are no bolts, screws, lugs, clips or other small loose parts. Cases are 20-gauge steel with a triple reinforcing flange on front and back edges to increase vertical load-carrying capacity. Shelves are 18-gauge steel with reinforcing flanges on all edges. Units are made with closed backs and tops in 30″ and 36″ widths and heights of 30″, 36″, 48″, 60″ and 72″—all 12″ deep. Shelf depth is 10⅝″. Smooth surfaces of rust-resistant, phosphate coated steel are finished in Mojave sand, Alpine green or Persian gray baked enamel. Can be painted any color. Units come complete, knocked down, in cartons and can be assembled with a screwdriver. Assembly bolts are hidden. Extra shelves and file dividers can be ordered as required. Variety of sizes and good appearance of these shelf units make them useful as bookcases. **For More Information Circle No. 128.**

ADDING MACHINE

Remington Rand Div., Sperry Rand Corp., 315 Fourth Ave., New York 10, N. Y., makes the Remington Rand DX-94 Electric Adding Machines with square dexterity keys and 10-key touch keyboard. Among its features are true touch

method multiplication, automatic division, the exclusive Simplatape which prints only the essential elements of the problem, and exclusive positioning and tab keys which permit dual multiplication and dual addition. The DX-94 comes in six pastel shades planned to add a bright note to office interiors: honey

beige, white sand, desert sage, gray velour, mist green, and limelight. **For More Information Circle No. 161.**

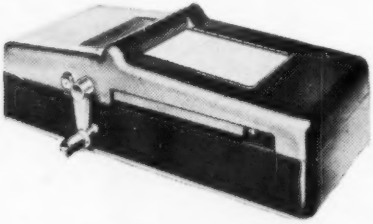
CALCULATORS

Facit, Inc., 404 Fourth Ave., New York 16, N. Y., announces two new high-speed calculators, CA1-13 and CS1-13, with entirely new exterior design, developed for added sturdiness and attractive appearance. The machines have been engineered for more quiet operation by the suspension of the internal assembly in rubber and insulation of the hood. Keyboards on both models are slanted at an angle to the desk surface toward the operator.

Improvements have been made on the electric plug and lead-in, and in visibility by the addition of built-in decimal pointers. On the fully automatic CA1-13 calculator, the reverse knob has been moved to the keyboard as a separate lever, making the machine more compact and dustproof. The semi-automatic CS1-13 has electrical clearance of all registers and rubber wheels in its base for mobility. Both these features were formerly on only the fully automatic model. Like previous Facit calculators, the new machines are built of fine Swedish steel to close gauge tolerances, and are very durable, requiring little maintenance. Functionally designed, the mechanisms are dustproof and resistant to extremes of climate and temperature. Moving parts withstand the roughest treatment, and exterior surface is resistant to damage by knocks and blows. Controlled by a two-bank keyboard of ten digits, machines can be easily learned. By using the touch system, high speed may be attained quickly. The small keyboard also allows operation with one hand, leaving the other hand free for paperwork. The compact construction of Facit machines tends to eliminate operating errors. All processes are fully visible so that each figure set can be instantly checked in its register. Once a numeral is set, it cannot be changed by accidentally touching the keys. **For More Information Circle No. 119.**

PINFEED FORMS REGISTER

American Register Co., 570 East First St., Boston 27, Mass., markets a Pinfeed Autographic Register with all of the features of its regular Arc refolder register such as attractive, blue two-tone hammered finish, simplicity of loading, locked refold compartment, one-turn operation. In addition, it has positive feed control and perfect registration for pinfeed operation and marginally punched forms. It may be used with



regular bond paper and new Superite carbon. Some of the forms may be interleaved with one-time carbon for reuse later, or be partially carbonized sheets. NCR (No Carbon Required) paper may be used without any gripper marks showing as in disc feed registers. This register is available in four widths: 4 5/16″, 5¾″, 6½″ and 8½″, and lengths of 5½″, 6½″ and 8½″. This does not replace the disc feed register, but supplements the line and is available in manual or crank operated and electric models. **For More Information Circle No. 164.**

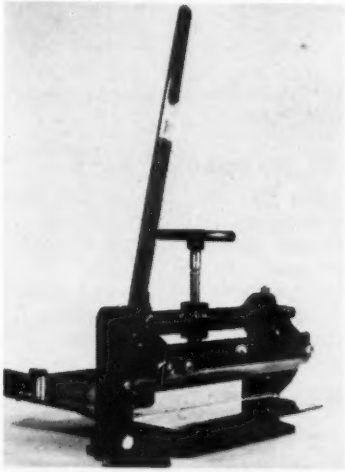
FOLDING CHAIR

Clarin Mfg. Co., 4640 W. Harrison St., Chicago 44, Ill., makes the Commuter folding host chair, designed to provide quick, auxiliary comfortable seating for the offices of executives who frequently require extra chairs for overflow confer-

ences and guests. Styled to fit harmoniously into the most luxuriously appointed private offices. Chair has 2" foam rubber seat and nylon frieze upholstery in choice of 60 color combinations with frames in silver, gold, bronze, gray, taupe and metallic green. Guaranteed for ten years. **For More Information Circle No. 133.**

PAPER CUTTERS

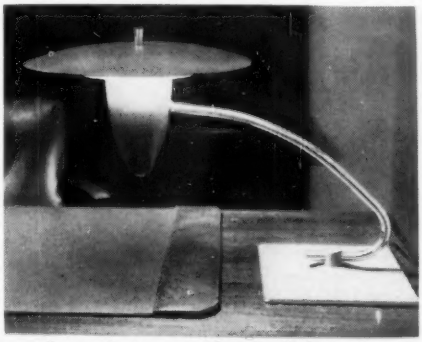
Michael Lith, Inc., 145 West 45th St., New York 36, N. Y., has added two paper cutters to its line. The smaller is 8⅝"; the larger, 20½". These are in addition to the regular 14" model. The 8⅝" size will serve duplicating departments with stencil, spirit and other small equipment, while the improved 20½" machine can cut and trim for office duplicating departments with larger duplicating machines up to 14" x 20". Together with the 14" basic model, the line now offers a more useful selection in terms of low cost and size. All three models are of the same heavy steel construction and are low-cost manual paper cutters engineered along the lines of larger precision cutting machines. All are automatically locked with safety



latch when cutter is open and all have back tables equipped with a permanent rule and movable guides for easy setting. **For More Information Circle No. 114.**

DESK LAMP

M. G. Wheeler Co., Greenwich, Conn., makes a new model Sight Light lamp, designed for the larger desk as a



supplement to overhead lighting. Although completely new in appearance, the Executive Swivel Arm uses all the

patented Sight Light features and employs the use of three-level illumination, 50-100-150 watts. The Executive Swivel Arm has a graceful arm which extends 16″ from a specially weighted wafer-base and rotates 360°. Solid polished brass combined with smart decorator colors make this a Sight Light that will blend with any decor. The No. EX-200 is priced at $36.50. **For More Information Circle No. 112.**

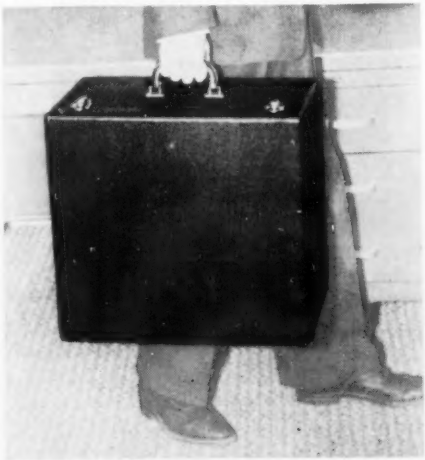
WARDROBE RACK

Gingher Mfg. Co., Dept. O-106, 314-328 Depot St., Scranton 9, Pa., makes wardrobe racks which fold for storage between uses and are easily portable. Equipped with 6″ rubber tired wheels, it glides easily and quietly and is gentle to floors and carpets. Accommodates wraps for 24 persons and takes only 30 seconds

to assemble without bolts, screws, or tools. Shelf ends have Finger Touch Lock Sets pulling against locked-in base bars that take rough handling and weight bearing when assembled. Disassembled in less than 30 seconds to package size, making it easy to transport on an elevator and requiring only 1½ sq. ft. storage space. Completely mobile whether set up or folded. Free wheel casters permit lock-stacked racks to be wheeled away in quantity or individually. Square tubular furniture steel spot-welded construction gives strength and rigidity with light weight. Finished in a choice of decorator colors or in a matching color of individual preference. For literature on the complete Gingher line, **Circle No. 108.**

SECRETARIAL POSTURE CHAIR

Cramer Posture Chair Co., Dept. O, 1205 Charlotte, Kansas City 6, Mo., announces that in one minute's time, a complete Secretarial Posture Chair can be assembled before your eyes from a

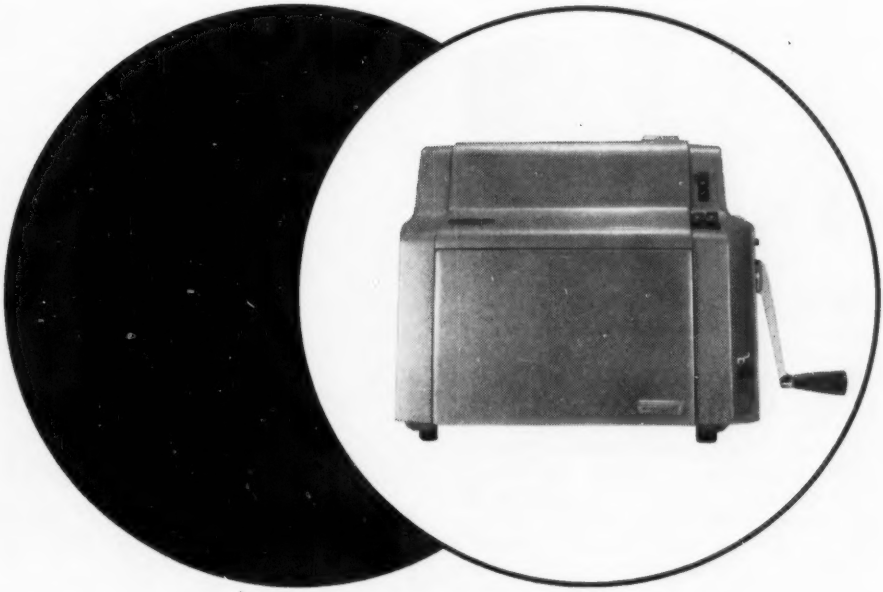


carrying case scarcely larger than a hat box. The chair will be left for your secretary to try out at her convenience, with no obligation. While the chair is being assembled, the Cramer man will explain in detail the advantages of the alminum base construction, the oversize non-revolving spindle, the bearing that can't wobble, the contoured foam-latex cushions, the three simple adjustments all made without tools, and other important details of the chair's construction. There will be no check-out difficulties since the luggage-type case measures only 17″x18″x11″ and is readily admitted to any office building. If you would like the demonstration in your office, **Circle No. 109.**

Coming to augment the M-2

The new BDC REX-ROTARY M4

Electric Mimeograph



BOHN DUPLICATOR CORP., *444 4TH AVENUE, NEW YORK 16, NEW YORK*

For More Information Circle No. 192

ELECTRIC COLLATORS

Collamatic Corp., 103-10 State Highway 23, Wayne, N. J., announced the addition of a Printer Series to their line of electric collators. Featuring a bin width of 21", these machines will accommodate sheets up to 10" x 14" and, by utilizing two adjacent bins for a single sheet, will accept sheets up to 20" x 14". There are 16 models in the Printer Series: 8, 12, 16 and 24 bin models available in either

Console (operator seated) or Spacesaver design (for desk or tabletop). All Printer Models can be supplied with Collamatic's adjustable stroke feature that permits gathering odd size sheets down to 5½" x 8½" without the need for special trays, bins or inserts. Location of the automatic starter button beneath the left hand enables the operator to actuate the machine as a natural consequence of jogging the last set into alignment. This split-second coordination assures greater production and easier operation. The Printer Series also is equipped with Collamatic's Magic-Feed rollers which provide sure, positive sheet delivery, while insuring against double feed. A portable stapling-stacking bin is available as an accessory to enable the operator to quickly staple and stack the sheets. **For More Information Circle No. 175.**

AUTOMATIC LABEL PRINTER

Weber Marking Systems, Div. of Weber Addressing Machine Co., Dept. 8-1, Mount Prospect, Ill., makes the Model 80 Label Printing Machine which permits printing product and content identification labels as needed. This can mean savings in label printing cost and elimination of label inventory and storage. The Model 80 produces 105 labels a minute complete with variable information, yet is no bigger than an electric typewriter. It prints from inexpensive rubber plates made to the user's specifications. Variable information, such as size, weight, color, date, etc., is printed from sticky-back rubber type that can be added and removed from the plate at any time. Machine's printing head and ink fountain can be easily detached and a stencil printing drum substituted to print shipping labels, packing slips and other small forms. The Model 80 produces labels from ½" x 2" to 4⅛" x 6".

It uses fadeproof, waterproof ink which air sets and dries instantly. Inks are available in a wide range of colors. Practically any stock (gummed, ungummed, cloth or pressure sensitive tape) may be used. An automatic pre-set counter keeps exact count of labels and shuts machine off when run is completed. Unlike a printing press, the Model 80 never needs cleaning and requires no printing experience to operate. It measures 9" x 20" x 11" high; weighs 44 lbs. Furnished complete with printing head

NOW! *De Luxe* BINDINGS right in your own office

Do Your Own

PLASTICO BINDING

in minutes . . . for pennies!

Two simple operations bind your Portfolios, Financial Statements, Presentations, Catalogs, Brochures, Manuals, etc. A few, or a few hundred, can be bound beautifully in a hurry, by anyone in your office. Give all your literature, large or small, the extra prestige and usefulness that only genuine PLASTICO binding can give. Your PLASTICO DISTRIBUTOR can furnish the equipment and bindings in many rich colors.

Exclusive "ARCH DESIGN" for added Strength & Beauty

Write today for the name and address of your Plastico Distributor

PLASTICO HAND PUNCHING AND BINDING MACHINES

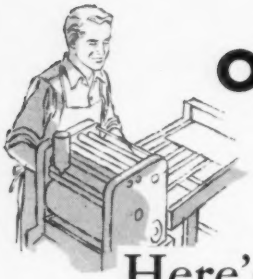
For More Information Circle No. 422

Ask for PLASTICO BINDERS By Name

PLASTIC BINDING CORPORATION

Originators of Plastic Binding in America

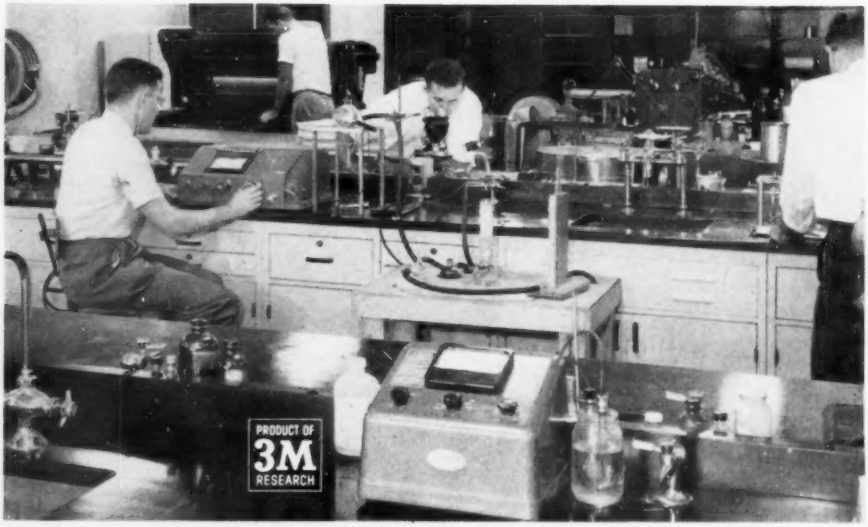
Dept. O - 732 Sherman St. Chicago 5, Ill. • 15 W. 24th St. New York 10, N. Y.



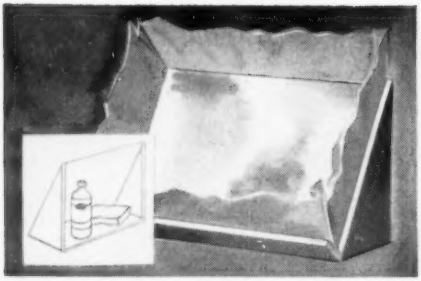
OFFSETTING COSTS

with 3M BRAND *Plates*

Here's How to Assure 100% Plate Consistency and Superior Quality Results

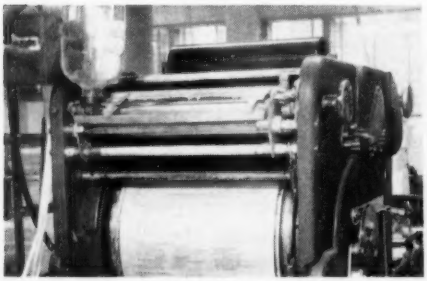


Pick The "Quality Controlled" Plates—Consistency is the rule with Presensitized 3M Brand Photo Offset Plates. They are chemically-processed and carefully controlled at every step in manufacturing. By eliminating time and money wasting variables, such as dimensional instability and exposure and development time, 3M Plates assure trouble-free performance. Long-lived 3M Plates are always ready to use. When stored and protected by 3M Brand Process Gum, a processed 3M Plate can be kept indefinitely.

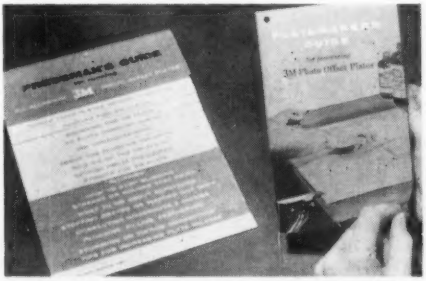


Handy Plate Package Holder—Easy To Make To help minimize the danger of kinks by careless handling, a simple wood rack to hold a partially used package of plates can be easily made. Chemicals and sponges can be stored out of the way in back. To avoid handling scratches and fingerprints, most platemakers hold plates by the corners and hang, rather than stack, them.

Correct Exposure Means Extra Mileage Long, trouble-free runs and superior quality can be assured with 3M Plates by simply asking your platemaker to expose to step 8 on the gray scale (outlined in free "Platemakers Guide"). With 3M Plates, there can be no dot or line distortion, because the surface is *grainless* — flawlessly smooth. Everything in the original negative is reproduced perfectly!



3M Plates Are Chemically Water-Receptive The deep red image area on a properly developed 3M Plate is highly ink receptive while the non-image area is extremely water receptive. Correct ink and water balance is easy to obtain and maintain. The smooth surface means quick, easy desensitization, too. Because they require less water, ink emulsification, is minimized . . . colors are truer, more vivid.



FREE! Platemakers Guide and Pressman's Guide Authoritative, valuable guides for platemakers and pressmen are available free to you. To secure your copies, write: Minnesota Mining and Manufacturing Company, Dept. ER-106S, St. Paul 6, Minnesota. Put dependable, *economical* 3M Plates to work for you. You'll save time and money . . . and get superior quality results.

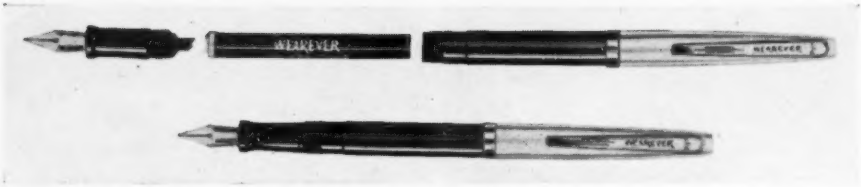
Quality Lithography Depends on a Perfectly-Smooth Plate

3M Photo Offset Plates

BRAND

"3M" is a registered trademark of Minnesota Mining and Manufacturing Company, St. Paul 6, Minnesota. General Export: 99 Park Avenue, New York 16, N.Y. In Canada: P.O. Box 757, London, Ontario.

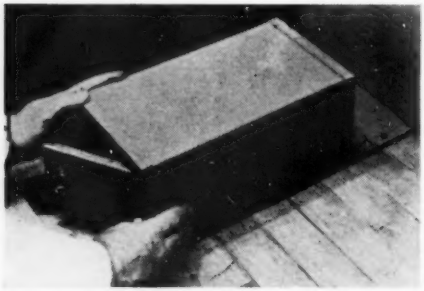
For More Information Circle No. 366



and interchangeable stencil printing head. Sold outright or on rental-purchase option basis. **For More Information Circle No. 107.**

SMALL SAFE

Miller Lock & Safe Co., Wilson & Baker Aves., Trenton 9, N. J., makes the small Safeguard Safe which is installed as follows: floor plate is secured to any foundation with ten screws provided. It can be installed on any floor, under a table, in filing cabinet, attic or cellar, even in a car, truck or boat. Once secured, the plate can be removed only by removing the screws. The safe slides on channels over the anchored plate, cov-



ering the screws and making them inaccessible. The face of the safe conceals the floor plate. When the combination lock is turned, a bolt slips through the frame into the anchored plate, securing the safe and making it part of the floor. Safe cannot be moved until the combination is opened. The safe is insulated against fire, in addition to being protection against accidental loss or burglary. Two sizes, outside dimensions: 5″ x 6″ x 12″, 10 lbs., $19.95; 4¼″ x 5″ x 6″, 3½ lbs., $9.95. **For More Information Circle No. 171.**

CARTRIDGE FOUNTAIN PEN

David Kahn, Inc., North Bergen, N. J., makes the Wearever Ink Cartridge Fountain Pen which sells for $1.49 and duplicates the most popular features of ink cartridge pens that retail for more. Pen reloads in seconds; is free from messy bottle filling; has more ink capacity with constant visibility of the ink level in the pen. The buyer has choice of points and colors. The $1.49 price includes pen and six ink cartridges in transparent vinyl case. Supplied to retailers in a full color lithographed cardboard counter merchandiser that holds 12 pens in upright, easy to buy, positions. The clear vinyl containers reveal the pen and its half-dozen ink cartridges. **For More Information Circle No. 127.**

ELECTRIC COUNTING MACHINE

May Engineering Co., 14549 Victory Boulevard, Van Nuys, Calif., makes the Mark-N-Count machine for counting and marking packages and parts. A package or part to be counted is lowered on to the upside-down porous rubber stamp for a count, and then moved on without further handling. It promotes

"I'm tempted...to get a postage meter!"

"Fine thing! Executive secretary, take 120 words a minute, and here I am —sponging and sticking stamps, and thumping envelope flaps . . . If I have any influence in this joint, we're going to have a postage meter!"

Even the smallest office can afford a postage meter—the DM, desk model. Small, light, inexpensive, the DM is a real postage meter. Saves time. Saves postage. And saves trips to the postoffice—always has the right postage on hand.

With the DM, you print postage as you need it. Insert envelope, dial amount wanted, press lever, and your letter is stamped and postmarked. You can also print a small ad of your own if you like. Prints postage for parcel post on special tape. Has a moistener for sealing envelopes.

Metered mail, is already postmarked, takes less time in the postoffice, can often make earlier trains and planes.

A DM can be set for as much postage as you want to buy at one time. It records postage on hand, and postage used, on visible registers. Keeps your postage safe from loss, damage, theft.

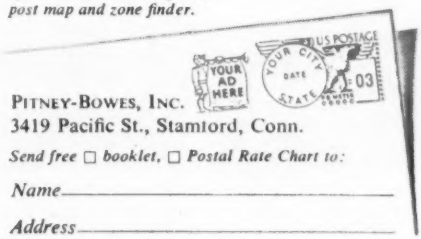
There are models, hand or electric, for every office. Ask the nearest PB office to show you! Or send the coupon for free illustrated booklet.

FREE: *Handy desk or wall chart of Postal Rates, with parcel post map and zone finder.*

PITNEY-BOWES

Postage Meter

Offices in 94 cities in U.S. and Canada



PITNEY-BOWES, INC.
3419 Pacific St., Stamford, Conn.

Send free ☐ booklet, ☐ Postal Rate Chart to:

*Name*_____

*Address*_____

For More Information Circle No. 433

no more messy labeling!

USE OPI Premier

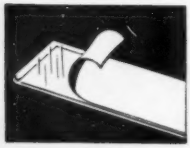
LABEL HOLDERS

"will not warp, curl or crack"

CLEAR VINYLITE PLASTIC

SO EASY TO USE

1. SNIP—You can cut to the desired size, easily and quickly.



2. STRIP—Remove backing to expose the activated adhesive.

3. STICK—Apply with finger pressure. It sticks indefinitely to metal—wood—cork—glass—plastic—any clean surface.

4. INSERT—Insert label or card. It's open on three sides for your convenience.

Perforated inserts for easy typing furnished.

Colors Available

AMBER
BLUE
GREEN
YELLOW
RED

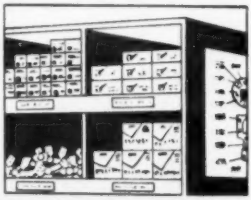
HUNDREDS OF USES

You can enjoy neat, attractive labels anywhere in office, factory, store or home.

- on desk trays
- library shelves
- cabinet drawers
- storage shelves
- display units
- parts bins

AVAILABLE IN 3 SIZES

PS-½—½"x6"
PS-¾—¾"x6"
PS-1 — 1"x6"



For auto dealer parts bins, etc.

Available from your Office Supply Dealer or for information write to

Office Products Inc. 9920 Freeland Ave. Detroit 27, Michigan

West Coast Distributor: Arch K. Ansty, 171 2nd St., San Francisco 5 • Canadian Distributor: The Luckett Loose Leaf, Limited, Toronto 14, Ontario

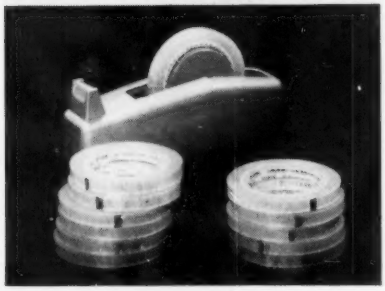
Territories available for Dealers and Distributors

For More Information Circle No. 297

accuracy by getting an accurate count in less time than other methods. No re-checking is required and no "thinking" is required to make quick, accurate counts. The porous rubber stamp has a bakelite holder, somewhat the shape of a collar button. It is easy to change stamps from day to day, if desired. Stamp holds enough ink for 500 or more stampings without re-inking. A retaining ring protects the stamp and microswitch from damage and rough use. The recessed counter has a zero re-set wheel, and each count is announced by a bell in the machine. When plugged into any 120-volt outlet, machine gives accurate counts by means of an electric circuit. Double counts or chatter are impossible. Machines are sold direct from the factory at $59.50 net in small quantities. **For More Information Circle No. 131.**

TAPE & DISPENSERS

Minnesota Mining & Mfg. Co., St. Paul 6, Minn., announces two special



deals offering a heavy duty dispenser at half-price or a bracket dispenser free with the purchase of 12 2592"-long rolls

NO WONDER THE BOSS ENJOYS WORK SO MUCH WITH HIS

NEW BROWNE-MORSE

ALUMINUM POSTURE CHAIR

It's so comfortable . . .

. . . you hardly know you're working. New Browne-Morse Aluminum Posture Chairs with the most advanced designs help you produce more work (up to 30%) with fatigue-free comfort. It's the most modern chair made for work or rest. And it's cost is low.

Browne-Morse complete line of Posture and Straight Back Aluminum Chairs are skillfully engineered to provide utmost comfort, durability and efficiency.

Molded foam rubber cushions and durable upholsteries in new modern colors give chairs a new look for years.

THE EXECUTIVE 150

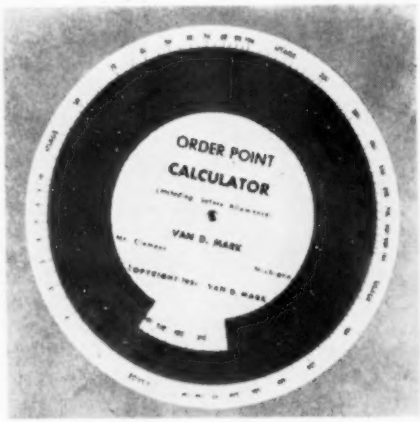
BROWNE-MORSE ALUMINUM CHAIRS ARE ONE OF THE FASTEST SELLING LINES AVAILABLE. WRITE TODAY FOR DEALERSHIP INFORMATION.

For More Information Circle No. 298

of Scotch brand cellophane tape. Both special offers ending Dec. 15 are timed to meet the demand during the heavy Christmas wrapping season. Deal B offers the functional bracket dispenser free with a dozen rolls of the 2592" cellophane tape. The bracket dispenser can be quickly mounted on the side of a counter or display case, or on a wall for easy access by clerks wanting a handy, but out-of-the-way, supply of tape. In supermarkets, the dispenser can be attached to the side of gondolas for on-the-job repairs of displays. Deal HD offers the heavy duty dispenser at half-price with the purchase of 12 rolls of tape. This portable dispenser, with a heavy metal base, can be moved from counter to counter to meet packaging needs. **For More Information Circle No. 156.**

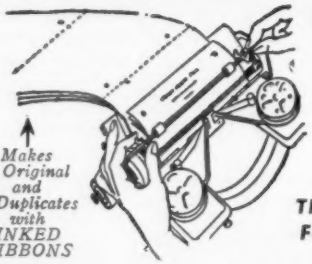
ORDER POINT CALCULATOR

Van D. Mark, Box 67, Mont Clemens, Mich., offers the Order Point Calculator which answers the question: "When to order?" Using an accredited formula, it establishes exact order points for any stock item. The calculator indicates, for



each item, the minimum stock level at which a replenishing order must be issued. Ordering above this level will result in excess inventories; ordering

Methods Experts Use Inked Ribbon Attachments DUPLI-TYPER

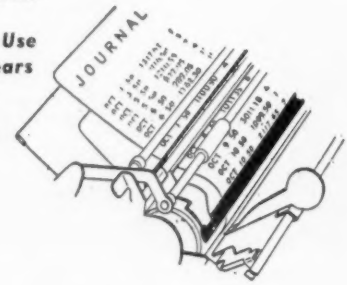


Makes 1 Original and 4 Duplicates with INKED RIBBONS

1. For Continuous Form Work

- Increase Production
- Reduce Costs
- Adaptable to all Machines
- Make INKED Copies
- Eliminate Carbon Paper
- Low Cost

Thousands In Use For Many Years



2. For Bookkeeping Machines

PAYROLLS, JOURNALS, LEDGER AND STATEMENTS, ETC.

- Make INKED Non-Smudging copies
- COMPLETE VISIBILITY of entries
- Eliminate Carbon Collation
- Eliminate Carbon Jackets

DUPLI-TYPER COMPANY, 456 Fourth Ave., New York 16, N. Y.

For More Information Circle No. 314

You name it! We have it! Great big stencils, little stencils; standard stencils, foreign machine stencils; quality grade stencils, economy grade stencils; film stencils, plain stencils; standard guide lines, special guide lines; stencil negatives for multilithers; Formographed church and music stencils; and stencils for water base inks. If we don't have it, we'll make it up for you. No matter how you look at it, you will find the stencil you want at your SURE-RITE dealer—or write for our new explanatory catalog.

NEW—now all SURE-RITE Stencils are specially processed to be Static-Free!

American Stencil Mfg. Co.

2714 Walnut St., Denver, Colo., Phone AComa 2-2714

IN THE MID-WEST, CALL YOUR LOCAL PANAMA-BEAVER MAN—ALWAYS A LIVE-WIRE.
IN THE EAST, CALL TRU-RITE, INC., 116 BROAD STREET, NEW YORK, NEW YORK.

For More Information Circle No. 409

DON'T TELL

"Secrets" on your Business Forms

American Lithofold
"SECRET SPOT"
CARBON PAPER
OMITS any information in any position on any part of any form

MODERN! EFFICIENT! FOOLPROOF!

Far superior to block-outs, cut-outs, carbon spots and other previous methods.

Our exclusive process creates desensitized areas ("Secret Spots") which automatically prevent carry-through of entries. Permit closer register, and wider variation of size and shape.

"SECRET SPOTS" give you

POSITIVE CONTROL OF INFORMATION
— variable on each part of any form.
DELETION WITHOUT DEFACING
— provides neater, more dignified forms.
ACCURATE POSITIONING ANYWHERE
— any size, shape or number per sheet.
OPEN AREAS AVAILABLE
— for printed instructions, advertising, records, etc.

Available on:
LITHOSTRIP marginally punched, continuously interleaved forms and
LITHOSET one-time carbon sets.

Write today for full details and Free Sample Set.

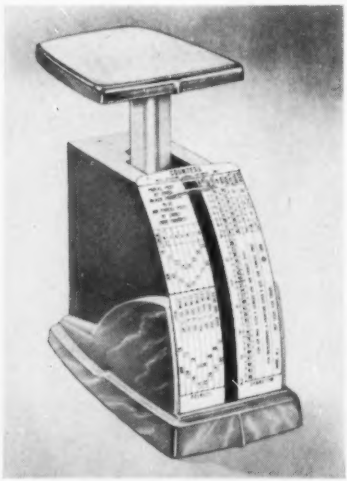
AMERICAN Lithofold Corporation
500 BITTNER ST. ST. LOUIS 15, MO.

For More Information Circle No. 362

below will result in inventory shortages. Both the basic inventory minimum and the appropriate safety allowance are computed automatically and clearly shown. The Van D. Mark Order Point Calculator includes a safety allowance factor which establishes a consistent, practical control without guesswork. It automatically balances the cost of having a safety supply against the cost of shortages to determine the best quantity to hold for emergencies. Made of sturdy plastic, laminated so the printing will not fade or scratch off. One turn of the top disc determines the order point amount and the safety allowance. There are no decimal points to place. While only 6" in diameter, the calculator can indicate usage from one to 10,000 units, lead times from one week to over two years, and order points from one to over 100,000 units. Priced at $6 each, f.o.b. above. **For More Information Circle No. 134.**

POSTAL SCALE

Pelouze Mfg. Co., 1218 Chicago Ave., Evanston, Ill., makes the Countess 2-lb. postal scale with easy-to-read dial which



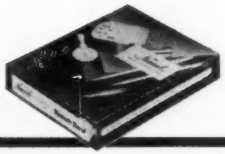
indicates postage for all classes of mail including parcel post by zones. Mileage range of each zone is also indicated. The M-2 Countess scale has attractive, two-

for important office use . . . the finest typewriter papers in America Neenah rag content bonds and onionskins

Neenah quality papers are recommended for:

- Briefs
- Contracts
- Documents
- Abstracts
- Certificates
- Valuable records
- Prestige correspondence
- Legal and financial reports

and all important office uses. Neenah papers are also available ream wrapped



Neenah TYPEWRITER PAPERS

Please send me the free pamphlet, Boxed Typewriter Paper . . . how to buy it and why. Plus a list of distributors handling Neenah Typewriter Papers.

Signature _____

05

Attach to your letterhead and mail to:

neenah paper company, neenah, wisconsin

For More Information Circle No. 219

New Phone Amplifier Frees BOTH Hands!

TEL-O-MASTER

- **Amplifies INCOMING message**
- **Picks up OUTGOING conversation**

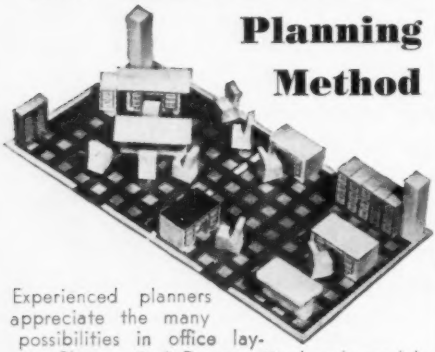
Adjustable volume increases sound up to 7 times; no installation or electrical connections; finished in handsome mahogany. Only $69.50.

Dealerships Available Now

FISHER Research Laboratory, Inc. Dept. T0-1, Palo Alto, Calif.

For More Information Circle No. 248

3 D PLANOMATIC the Modern Office Planning Method



Experienced planners appreciate the many possibilities in office layouts. Planomatic 3 D magnetized scale models are a valuable aid in determining space requirements and selling the "One Best Plan" to others.

PLANOMATIC SAVES MANAGEMENT TIME

M & M INDUSTRIES

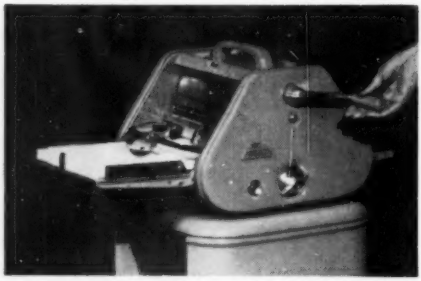
P. O. Box 91 South Milwaukee, Wis.

For More Information Circle No. 250

tone enamel finish with plastic base and chrome platform; sells for $4.95 ($5.45 in West). It fits into a die-cut dealer display card. **For More Information Circle No. 129.**

SPIRIT DUPLICATOR

Fordigraph (Export) Ltd., 56 Grantham Road, Sparkbrook, Birmingham 11, England, makes the Fordigraph 100 Spirit Duplicator, especially designed and engineered for American offices. Although low in cost, this machine has the following features: cartridge loading of fluid, automatic paper feed, automatic master clamp, roller moistening of paper,



manual pump for instant fluid control, self-aligning pressure roller and resettable counter. Machine is compact and dust proof when closed. It weighs only 26½ lbs. and has convenient handle for carrying. Makes copies on sheets up to 9" x 14". Has nylon gears which require no lubrication. This manufacturer has produced and sold spirit duplicators throughout the world (except North America) since 1933. Exclusive distributors will be appointed in all States and machines delivered from stock in New York. **For More Information Circle No. 159.**

DISPOSABLE BALLPOINTS

Parkway Pen Service, 660 W. Washington Blvd., Los Angeles 15, Calif., offers 5" and 7" disposable Ballpoint Pens in blue, black, green and red (ink and pen color are the same). Prices range from $3 a dozen to $233.30 for ten gross. Without clips they are 75c less per gross. Hot stamp imprinting on the pens is 3½c

Huron® Copysette

PULL OUT *Style*

UNIFORM LEGIBILITY

CLEANER FRESHER

SO SIMPLE TO USE

FAST AND EFFICIENT

The one-time carbon and second sheet combination formed in a single pre-aligned unit that provides copies of superior quality and increases typing production at the same time. Simple to use . . . far faster than most other methods . . . and every copy is *clean* and *uniformly legible!*

Take advantage of the opportunity to learn how typewritten copies can be improved by writing today for samples and complete information about Huron Copysette.

STATIONERS . . . We invite your inquiries. Send for samples, descriptive literature and price list.

PORT HURON SULPHITE & PAPER CO.
Port Huron, Michigan

Please send to me without obligation free samples of HURON COPYSETTE. 4

Name_____

Company_____

Street_____

City_____

Zone____ State_____

PORT HURON SULPHITE & PAPER CO.
PORT HURON, MICHIGAN

For More Information Circle No. 197

DEPENDABLE is the watchword . . .

Depend on ADDO-X to perform the thousand and one adding, subtracting and multiplication jobs each day with amazing speed,* quietness and smooth action. Operators are more relaxed, more efficient on ADDO-X machines. The STEP-O-MATIC lever offers calculator performance when multiplying. Write for descriptive literature† today.

*At 175 r.p.m.

†Also on our NEW two register machine.

ADDO MACHINE COMPANY, INC.
145 WEST 57TH STREET, NEW YORK 19, N. Y., CIRCLE 5-6940

WEST COAST BRANCH
WESTERN ADDO MACHINE CORP., 2921 BEVERLY BLVD.
LOS ANGELES, CALIFORNIA, TEL: DUNKIRK 5-2247

For further details mail this advertisement with your letterhead.

For More Information Circle No. 206

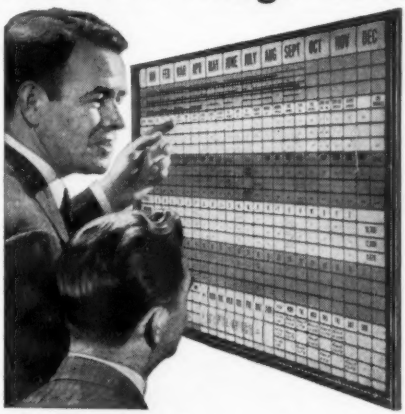
per line for less than 100; 1c per line for 500 or more. Their line includes other models of ball pens, liquid lead pencils and refills. **For More Information Circle No. 136.**

OFFICE CHAIRS

Ohio Chair Co., Youngstown, Ohio, has added two office chairs to their Rest-All line. No. 2200 is an executive swivel, and No. 2250 a deluxe straight chair which is also a match mate for the 2200. The manufacturer calls the 2200 its finest achievement in massive luxury and heavy-cushioned comfort, combined with scientific posture control. Its features include heavily padded foam rubber seat,

arms and backrest. Base is cast aluminum. The base and other aluminum parts are available in natural finish or deep, pastel or metallic colors, anodized or enameled. The 2250 is the most luxurious straight chair of the Rest-All line. It, too, is heavily cushioned and available with aluminum parts in natural finish or special colors anodized or enameled. Both chairs are available in genuine leathers; luxurious fabrics; full color range of plastic-finished, simulated leathers or shiny black, perforated or plain; or special. **For More Information Circle No. 113.**

You Get Things Done



BOARDMASTER VISUAL CONTROL

Graphic Picture of your operations—spotlighted in color. You see what is happening. Saves you time, prevents errors. Simple and Flexible. Easy to operate. Write on cards and snap in grooves. Ideal for Production, Sales, Scheduling, Inventory, Etc. Made of metal. Compact and attractive.

Full Price $49.50 with Cards

FREE 24-PAGE BOOKLET NO. F-200
Without Obligation

Write for Your Copy Today

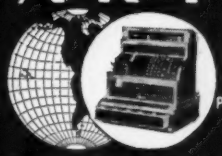
GRAPHIC SYSTEMS

55 West 42nd St. • New York 36, N. Y.

For More Information Circle No. 344

CASH REGISTER PARTS

WORLD WIDE SERVICE



HIGHEST QUALITY PRODUCTS

CASHERE CORPORATION

Successor to International Cash Register & Parts Co.

207 E. Evergreen Ave., Mt. Prospect, Ill.

For More Information Circle No. 345

REPRODUCING BALL PEN

Fisher Pen Co., Dept. OFN, 7333 W. Harrison St., Forest Park, Ill., has developed Repro-Black ink for Fisher Ink-Pen-Cil non-refillable ball pens designed

especially for office use. Repro-Black was developed to improve reproduction on all office duplicating equipment as well as to serve everyday clerical purposes. In the offset process, Repro-Black ink reproduces perfectly when used in making the master. The chemical properties of Repro-Black allow it to be used even in making additions or corrections to the master while the master is wet on the duplicating machine. In reproduction by photocopy, photographing, heat, chemical or electronic processes, the dense black dye of Repro-Black ink on the master results in sharp, high-contrast copies. When used in gelatin, spirit and stencil duplicating or for making multiple carbon copies, the free-rolling ballpoint on the Fisher Ink-Pen-Cil assures strong, sharp masters without tearing. Some large commercial users have already adopted the Fisher Ink-Pen-Cil for general office and plant use. Repro-Black's permanence assures them easy, sharp reproduction of any record or file, according to the manufacturer. Repro-Black Ink-Pen-Cil and other Fisher products such as Fisher 1-For-All ball pen refills, are available through stationers. **For More Information Circle No. 138.**

SYMBOL OF THE WORLD'S LARGEST MANUFACTURERS OF SELF-INKING NUMBERING AND DATING MACHINES

DIRECT SALES AND SERVICE IN THE UNITED STATES

EASTERN NUMBERING MACHINES
801 Sixth Avenue
New York 1, N. Y.

HORDER'S, INC.
Horder Building
Jackson Blvd. at Jefferson
Chicago 6, Ill.

CARPENTER PAPER CO.
Omaha 2, Nebraska
Fort Worth, Texas
Houston, Texas

A GUARANTEED, BRITISH-MADE PRODUCT

ENGLISH NUMBERING MACHINES LIMITED

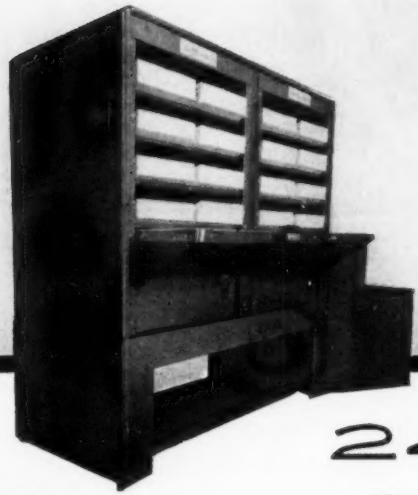
QUEENSWAY, ENFIELD, MIDDLESEX, ENGLAND

For More Information Circle No. 253

The New Scene

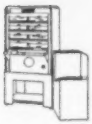
in the modern office

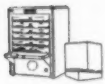
. . . And the something new that has been added is the ALL NEW ELECTRIC COLLAMATIC - - - today as much a part of the office scene as the *electric* typewriter - *electric* adding machine - postage meter - mail opener.



COLLAMATIC

24 models available





COLLAMATIC **FIRST** with an **electrically** powered office collator is today - **FOREMOST** with the widest variety of models available - able to deliver immediately an **electrically** powered collator to meet almost every conceivable office collating requirement.

MODELS AVAILABLE ARE

Standard Series — 8, 12, 16 or 24 bins, either Spacesaver or Console Models.

Adjustable Stroke Series — 8, 12, 16 or 24 bins (to accomodate varying paper sizes), either Spacesaver or Console Models.

Printer Series — 8 or 12 bins (standard or adjustable stroke), either Spacesaver or Console Models.

MANUFACTURERS OF THE WORLD'S LARGEST LINE OF ELECTRICALLY POWERED OFFICE COLLATORS

COLLAMATIC CORPORATION
WAYNE, NEW JERSEY

103-10 STATE HIGHWAY 23
MOUNTAINVIEW 8-2900

Don't miss the unveiling of the new COLLAMATIC—Booth 113—N. Y. COLISEUM, —OCTOBER 15-19

© 1956, Collamatic Corporation

For More Information Circle No. 252

ADP* GIVES YOU ONLY THE

**Automated Data Processing by Moore*

A question confronting many companies is this—"Will automation help us?" If so, "What kind of automation will help us, and where do we start?" When deciding what to do or what steps to take to process data automatically, the Moore representative is a helpful man to call in for advice. He can help you plan the system that's exactly right for you . . . the system that helps you meet your objectives economically and efficiently. Early in the planning stages he can design the correct forms-system that will give you the utmost from your data processing equipment. If automation will help you, ADP is a logical starting point, because proper form designs and construction play an important part in sound planning for a data processing system. An ADP system can be installed all at once or in planned stages.

The Moore man brings 'composite' experience to your problem. Behind him are the resources and experience of the world's largest, most versatile manufacturer of business forms.

Faster shipments and complete control—with ADP. ***A small or medium-sized company can improve its order handling and invoicing by using fundamental ADP applications***

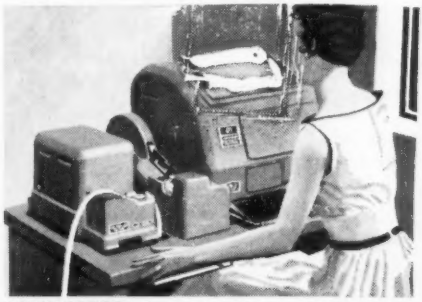
SEE CASE HISTORY ON FACING PAGE ▶

AUTOMATION YOU NEED-NO MORE

SALES OFFICE—Customer orders are received by mail or telephone in the Sales Office. Many of these request shipment same day. The Sales Department types a Moore 6-part Speediflo Invoice form. At the same time a tape is punched.

WAREHOUSE—Data on the tape, is wire-transmitted to the warehouse. On the receiving machine a second form set is automatically typed. This set includes Bill of Lading Copies, packing list and label copy and warehouse order.

PRICING CLERK—The warehouse copy is sent to the Pricing Clerk—for pricing quantities shipped and marking back-ordered items. Extensions are computed and entered on the form. It is forwarded to Sales for completing the invoice.



SALES OFFICE—A new invoice containing back-ordered items is prepared and data is wire-transmitted to the warehouse. Here a new Shipping set is prepared and filed until the new stock is received. The system provides faster work flow.

Moore Forms are the heart of the system

Moore's 'Automated Data Processing' means the continuous and integrated operation of data processing, using automatic machines. Any company, large or small, can enjoy practical ADP benefits like those above. A good start is calling in the Moore man to review your system requirements. He's in the Classified or can be reached by writing the Moore office nearest, below.

The Moore 6-part Speediflo

MOORE BUSINESS FORMS Inc

Niagara Falls, N. Y. • Denton, Texas • Emeryville, California

Since 1882 the world's largest manufacturer of business forms and systems. Over 300 offices and factories across U.S. and Canada.

For More Information Circle No. 408

BEVCO Meets Your Needs With Quality

Tubular Steel *VENTILATED* Furniture and Costumers

4 piece Group Setting $95.00 list

The Welcome Corner

The first impression in your Reception Room
Plastic Webbing and Wrought Iron Furniture

MORE COMFORTABLE—LONGER WEARING
ATTRACTIVE—AT LOW COST.

Complete Line of Contemporary Furniture.

Lounge and straight chairs, designed to protect your walls. Assortment of tables with Formica Tops and Expanded Metal Shelves.

The Most Comfortable Office Furniture

Cushioned Comfort
Sit Soft
Sit Safe
Sit Posturally Correct

Posture Swivel

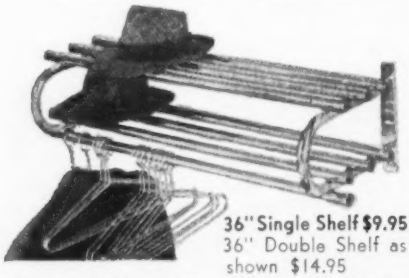
6 easy adjustments to fit all body types. Extra wide seat.

PS33A

COAT and HAT RACKS

STORE MORE GARMENTS IN LESS SPACE. 6-8 per foot.

Mirror like chrome 1" tubular steel.



36" Single Shelf $9.95
36" Double Shelf as shown $14.95

Single or double shelves. 2'-3'-4' and 5' lengths. Sturdi Hangers available open and closed hook.

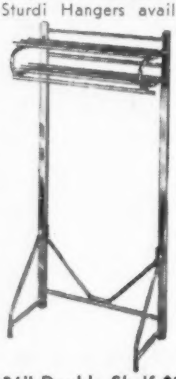
ES45A

Your Body Needs To Breathe For Comfort

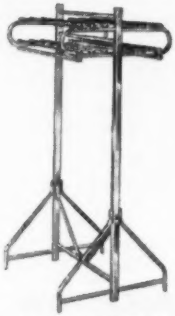
Only Bevco permits free circulation of air to entire body.

Complete line of Swivel Chairs and Straight Chairs for Offices and Institutions.

FLOOR STANDS



36" Double Shelf $39.95



36" Island $55.95

2" Hooded double row oilless ball bearing casters may be had on floor models for $5.00.

Guaranteed Products—Immediate Delivery—Ask Your Dealer or Write Direct

For More Information Circle No. 312

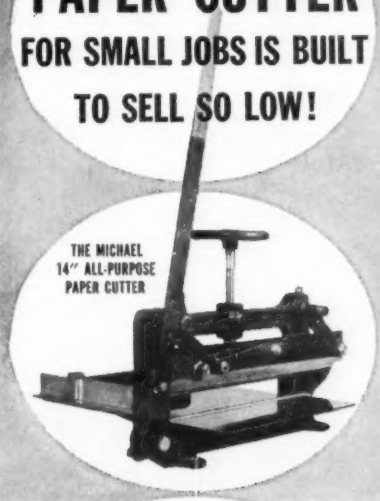
BEVCO PRECISION MANUFACTURING COMPANY
831 Chicago Avenue, Evanston, Illinois

MICROFILM READER

Recordak Corp., 444 Madison Ave., New York 17, N. Y., makes the Recordak Motorized Film Reader which has electronic controls and a larger viewing screen. Screen size is 14" for easier full-width reading of documents without scanning. At two higher magnifications of 30 and 40 diameters, obtained with accessory interchangeable lenses, one face of all documents microfilmed at higher reductions by the duplex or duo methods is also viewed in full. The wider screen brings part of the backs of documents into view, to eliminate scanning to check information on the back. Film travel is controllable between speeds of 1 ft. per minute for scanning to 600 ft. per minute for rewinding. A 100-ft. roll of film can be completely rewound in 10 seconds.

For slow inspection of film, scanning lever can be locked at any desired speed. Film is in focus at all times. The enlarged images of most documents moving at slower speeds can be interpreted at a glance. With slight finger pressure, film can be advanced or rewound at any speed. A foot pedal control is furnished as an accessory, for advancing or reversing film. Interchangeable lenses allow documents microfilmed at any of the seven reduction ratios most commonly used in 16mm microfilming, to be viewed with ease. All loading and operating controls are within easy reach in front of the screen. Images may be rotated

NO OTHER
PAPER CUTTER
FOR SMALL JOBS IS BUILT
TO SELL SO LOW!



For all mimeograph, duplicating, small offset or reproduction departments; for stationers, advertising agencies, photo finishers, banks, insurance companies, schools, colleges, small printers, letter shops, offset shops.

Order from your dealer or

Michael Lith
INCORPORATED
145 WEST 45TH STREET
NEW YORK 36, N. Y.

For More Information Circle No. 339

BOTTOM LINE
CARD HOLDER

Controlled Front Feed Stop Gives Precision Alignment

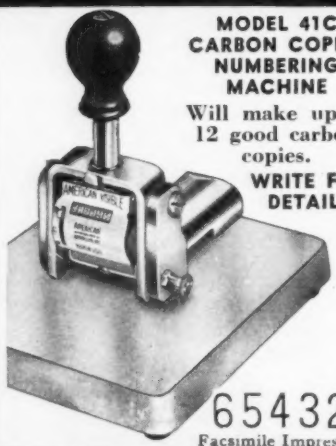
For fast, accurate typing of bottom line index on all visible cards

10 Card Sizes — $2.00 to $2.45

PALSON MFG. CO.
280 Main St., Worcester 8, Mass.

For More Information Circle No. 343

IT'S VISIBLE



MODEL 41C CARBON COPIES NUMBERING MACHINE

Will make up to 12 good carbon copies.

WRITE FOR DETAILS

654321

Facsimile Impression

AMERICAN NUMBERING MACHINE CO.

ATLANTIC AND SHEPHERD AVENUES
BROOKLYN 8, NEW YORK
Branch—105 W. Madison St., Chicago 2, Ill.

For More Information Circle No. 305

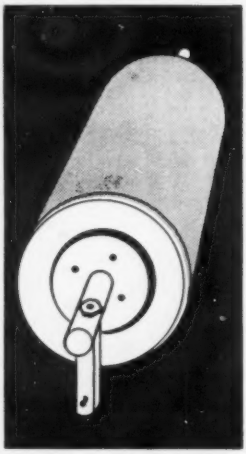
ALLIED • LITHO • ALSCO SUPPLY COMPANY

SUPER OSCILLATOR

1250 MULTILITH OR DAVIDSON

$30.00 SHELL ONLY

$40.00 COMPLETE WITH OSCILLATING MECHANISM



- STOPS SCUMMING
- FULL PLATE PRINTING COVERAGE
- SHARP TONES CLEAN REVERSES
- FLUCTUATES INK FOR CLEAN PULL

212 MISSION STREET • SAN FRANCISCO 5 • CALIF.

For More Information Circle No. 306

through 360° and immediately placed in upright reading position on the screen without removing the film. A lateral control moves film from side to side or up and down. A built-in feature allows reproducing paper facsimiles from the projected microfilm in a few minutes. This can be done in natural room light without a darkroom. The Recordak Motorized Film Reader, Model PM-1, sells for $900 with any one of three lens assemblies. Extra assemblies are $22 each. Foot switch is $25. Reader may be rented for $25 a month. **For More Information Circle No. 116.**

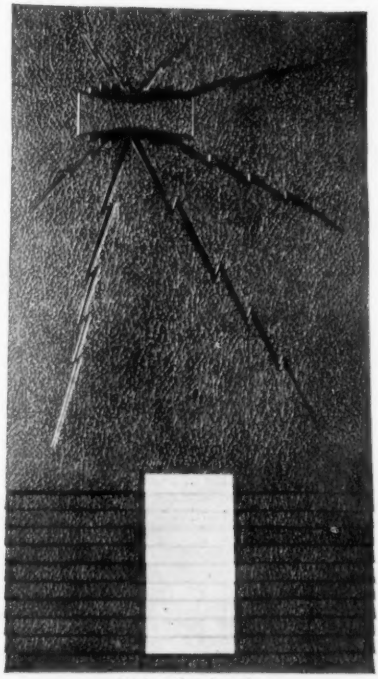
LAYOUT TABLE

Zarkin Machine Co., 34-19 Tenth St., Long Island City 6, N. Y., makes the Zarkin-Zenith Tilt-Top Layout and Stripping Table with a 23″ x 34″ top that tilts to a 30° angle. The heavy translucent glass is lighted by fluorescent lamps for strong, even diffusion. Angle of top is controlled by two knobs. A

Lewis Precision Litho-Ruling and Stripping attachment (as illustrated) can be fitted to the table as optional equipment. Table has handy pencil tray in front edge and sturdy, all-welded steel base. Used for ruling forms, tracing, lining up, squaring up, and other work on negatives and sheets being duplicated or printed. Table alone costs only $185. **For More Information Circle No. 126.**

May We Ask You a Personal Question?

Does Your Desk Work For You or *Against* You?



Write for book,
"HOW TO ORGANIZE DESK WORK"

Work-Organizer

Will Organize Your Work

It Will Save You Time, Effort and Give You Well Organized Thinking

On sale in all leading stationers and office equipment stores.

Ask for Work-Organizer
Do *NOT* accept a substitute.

Work-Organizers make splendid gifts for Home or Office Use

WORK-ORGANIZER SPECIALTIES CO.
DETROIT 9, MICHIGAN

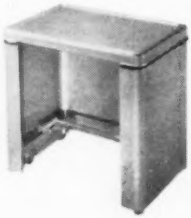
For More Information Circle No. 201

ONE OFFICE BEAUTY THAT WORKS EVERYWHERE

The CONSOLETT Stand

Smooth, enclosed design complements the appearance of any office . . . provides comfort and privacy for its user. Assures rigid stability for all office machines. Rolls easily and safely on retractable casters.

Write for prices and literature.



SOME DEALERSHIPS AVAILABLE

STOLPER STEEL PRODUCTS CORP.

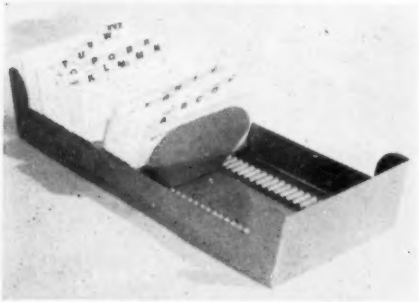
318 Pilgrim Road

Menomonee Falls, Wisconsin

For More Information Circle No. 295

POSTING TRAY

Evans Specialty Co., 1803 E. Grace St., Richmond 23, Va., makes an all-steel posting tray with gray crinkle finish and angled ends to keep cards separated. No-slip corrugated steel strips at the bottom keeps cards in place. There is no



need to hold cards apart with second hand and time is saved in posting to or from cards constantly referred to. Made in three widths for cards and letter size: 5¼", 8¼" and 9"; all trays 15" long. Easily moved, steel follower block. **For More Information Circle No. 103.**

ROLLING TRUCK-LADDER

Rol-Away Truck Mfg. Co., 6143 S.E. Foster Road, Portland 6, Ore., makes the Stock Picker combination truck and ladder designed for handling stationery and

office supplies in narrow aisles and cramped quarters. Measuring only 41" by 20", it has a safety ladder which folds up close to the truck. Ladder operates by a lock lever which automatically

"THE MORNING MAIL" / BY FRITZ WILLIS

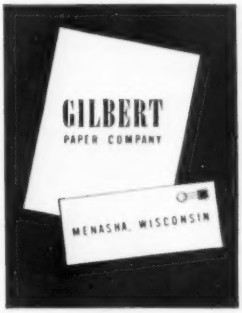
"On the American business scene"

Goooood Morning! And the practiced hands of the familiar, gray-uniformed postman give a final riffle through the envelopes . . . the morning mail.

Other practiced hands slit the envelopes and extract the contents. Arranged in neat stacks with the "important" mail on top the letters and envelopes are placed on the desk of "Dear Mr. Jones" and "Dear Mr. Smith".

Bright and gleaming white as a newly starched dress shirt, Gilbert Quality Bond Papers can give all of your business correspondence that "important" look which prompts action. The "stand-up" and "stand-out" qualities of these, America's finest bond papers, are due to their carefully selected new cotton fibre content. They are also tub-sized, air-dried in a separate manufacturing operation for a rich cockle finish and superior erasability.

Ask your printing supplier about Gilbert Papers.



Gilbert Quality Papers

Gilbert Bond, Resource Bond, Radiance Bond, Lancaster Bond

A GOOD LETTER IS ALWAYS BETTER / WRITTEN ON A GILBERT BOND

For More Information Circle No. 412

VELVET CROSSED THE PEN AND PENCIL

TRADE MARK

to bring you today's new writing tool for the office

Leading firms across the country are equipping their offices with the new VELVET ball PEN·cil because:

- it combines best features of pencil and ball point pen
- wood barrel has lighter, comfortable feel of a pencil
- improves record keeping, lowers costs, raises efficiency
- no point to break, wear down or sharpen
- finest ball point mechanism
- nothing to press, click or turn
- ink supply lasts for months

3 styles for every writing job.

- *Regular.* For all general purpose writing. $3.00 per dozen.
- *Super Fine.* For extra-fine writing. $4.20 per dozen.
- *Liquid Velvet.* For fluid "lead pencil" writing and erasability. $3.25 per dozen.

Order from your commercial stationer today!

Buy the economical dozen packs

VELVET
ball PEN·cil
nothing writes like a Velvet

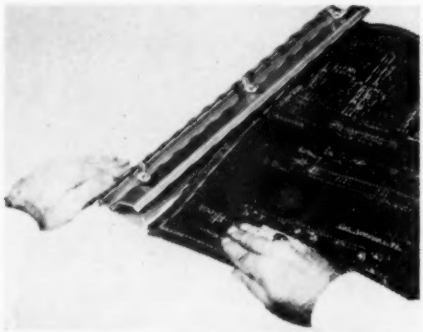
©1956 *Prices slightly higher West of Rockies*
AMERICAN PENCIL CO., HOBOKEN, N. J

For More Information Circle No. 299

folds the ladder when not in use. The ladder has four rubber-tipped feet designed so that when the operator steps on it, it spreads automatically. With the lock lever down, rear casters of truck are lifted off the floor making it safe to stand on the top shelf. Ladder has three wide, abrasive-covered steps, making it easy to climb, even in high heels. Women like its safety features and find its all-aluminum construction and free rolling casters makes for easier handling. **For More Information Circle No. 104.**

LARGE BLUEPRINT FILE

Momar Industries, 4323 West 32nd St., Chicago 23, Ill., makes two large sizes of blueprint holders for use in the regular Glider Blueprint Rack. The regular size or C-1 Standard plan holder is 24″ long.

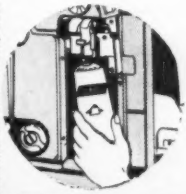


The special sizes are C-2 36″ long and C-3, 48″ long. Prices for the individual plan holders is $4.25 for the C-1, $5.75 for the C-2, and $8 for the C-3. Glider Blueprint Racks with 12 36″ plan holders are $110.50 complete. The Glider rack with 12 48″ plan holders is $136.50. Designed to hold any thickness of plan set securely, without punching holes in blueprints. Whole sets or single sheets can be slipped into the holder and clamped tightly by turning the thumbscrews. This permits easy removal as well as insertion of prints or sets of prints. Any sheet in a set can be replaced without removing other sheets. Each holder clamp holds from 1 to 100 sheets. The Glider Blue-

..nearest thing to printing you've ever seen...!

...prints with paste ink through silk screen

Simply snap the ink tube into position . . . that's all. Automatic controls take over. No pads, no brushes, no cans, no leakages . . . Completely clean . . . !



TWIN CYLINDER STENCIL DUPLICATOR

Gestetner

Sales and Service Coast to Coast

World's First and Foremost Manufacturer of Duplicating Equipment . . . Since 1881

Simple...Swift...Clean and Economical

Dual cylinder system. Printer's style paste ink is processed through a silk screen for finer stencil work. No liquid inks to drip or leak.

The *Gestetner* will reproduce illustrations, ruled forms, hand lettered signs, etc. . . . *and in color, too!* You will marvel at the automatic controls . . . the hushed, smooth performance . . . the spotlessly clean operation. *Gestetner* is stencil duplicating modernized along the lines of the modern printing press . . . yet costing no more than conventional duplicators. Your *Gestetner* will quickly pay for itself out of its extraordinary savings . . . !

GESTETNER DUPLICATOR CORPORATION
216 Lake Avenue, Dept. 138, Yonkers, N. Y.

Please send descriptive literature and specimens.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

For More Information Circle No. 218

"Doll" or Dud?

Count BOTH ... and 1,001 other items with VARY-TALLY Multiple-Unit Reset Counter

Using Vary-Tallies is the fast, accurate way to separate the turnover items from the "turkeys" in sales . . . the rejects from the okays in production — size by size, color by color, flavor by flavor, price by price. Because you count, you KNOW. Because you know, you COUNTrol. Because you control, you PROFIT! Note the construction features below . . . write for news sheet and prices . . . tell us what YOU want to count.

- All Parts Corrosion-Resistant; Working Parts of Hardened Steel
- Not Affected by Extreme Heat or Cold
- Individual Tag Above Each Counter-Window — Not Strip Tabs
- Veeder-Root Quality in Every Part
- Easily Readable from Any Angle . . . Bold Figures Always Centered in Window . . . No Glare
- Easily Portable, yet Ruggedly Built for Long Wear

VEEDER-ROOT INC.

HARTFORD 2, CONNECTICUT

"The Name That Counts"

CHICAGO 6, ILL. • NEW YORK 19, N. Y. • GREENVILLE, S. C. • MONTREAL 2, CANADA

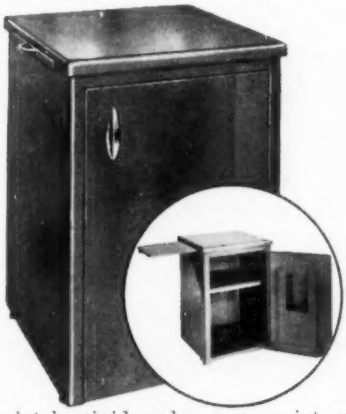
OFFICES AND AGENTS IN OTHER PRINCIPAL CITIES

For More Information Circle No. 204

print Rack is constructed entirely of steel, finished in gray. There are no bolts to scratch other furniture. Visible index shows location of sets. Clamps glide in and out. Any clamp holding prints can be slipped off its track for use while prints are still in clamp. **For More Information Circle No. 132.**

DUPLICATING CABINET

Mim-E-O Stencil Files Co., 1219 W. Chestnut St., Chicago 22, Ill., makes the Model 488D single door Duplicating Cabinet which occupies only 20 inches square of floorspace and has a pocket in the door that holds a large supply of file wrappers. A handy pull-out shelf, 13" x 12¼", on the left side provides convenient extra working space. The heavy gauge, all-welded steel unit is



completely rigid and assures quiet operation for all duplicating equipment. Four adjustable glides provide instant leveling on uneven floors, or height adjustment from 28½" to 30". Other construction features include the single easy-swinging dustproof door that closes firmly and opens easily. Two roomy supply shelves provide ample storage for boxed stencils, masters, paper stock, and gallon fluid containers. This smaller cabinet is ideal as a secondary unit in large duplicating operations or as the major unit in smaller offices. **For More Information Circle No. 121.**

it takes a System* to SAVE FILING

★ space ★ time ★ money

Companies everywhere are gaining additional space with this new filing system that can double the capacity of your present filing department! Besides space-saving, filing is faster, easier, more efficient and more accurate — all at great economy in cost and operation.

"TWICE AS MANY RECORDS IN THE SAME SPACE" or "SAME AMOUNT OF RECORDS IN HALF THE SPACE!"

*Visi-Shelf FILING SYSTEM

Protected by U.S. Patents

Send for Record Survey Form & Terminal Digit Filing Manual. No Obligation!

Visi-Shelf File, Inc. O-10
105 Reade Street New York 13, N. Y.
Please send the following:
....File Survey Form
....Manual on Terminal Digit Filing
....Catalog & Name of nearest distributor
Name _____
Firm Name _____
Address _____
City _____ Zone ____ State _____

For More Information Circle No. 289

It's handsome . . . feeds itself . . . won't scratch . . . so easy to operate . . . cuts beautiful points every time . . . dependable . . . and clean, too—no messy fall-out of shavings from pencil receptacle. Want to see your office efficiency go up? Put a Boston Champion Portable on every desk. A small investment—but a mighty important one for busy, modern offices.

All Boston Sharpeners guaranteed one year.

C. HOWARD HUNT
PEN CO., Camden 1, N. J.
Also manufacturers of SPEEDBALL *pens and products*

BOSTON
PENCIL SHARPENERS

For More Information Circle No. 317

ONE-TIME CARBON SETS

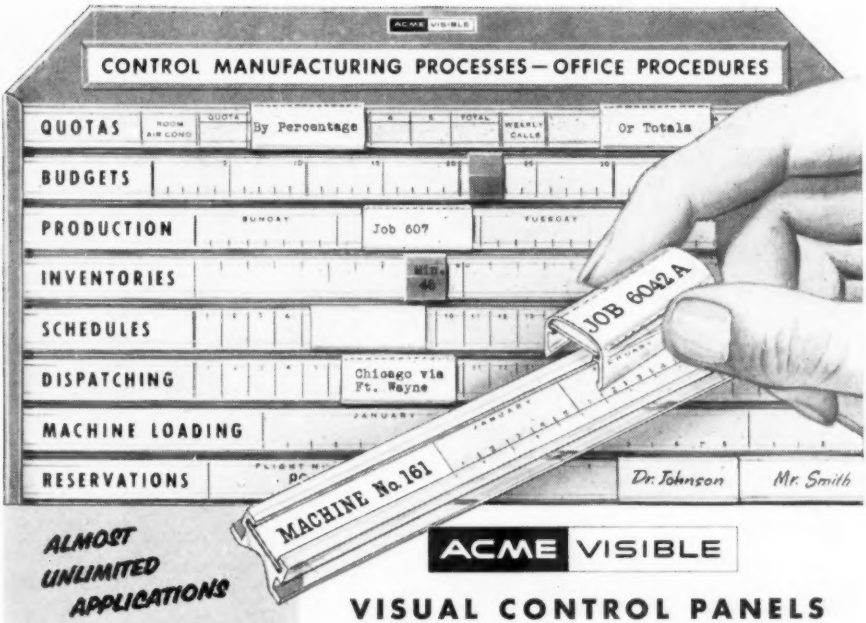
Carteret Printing Co., 480 Canal St., New York 13, N. Y., now makes Duplisettes in any style to meet users' specific requirements. They can be ordered in special color combinations, pre-punched for folding, with company and depart-

ment imprints and other data as required for any purpose. Standard 8½" x 11" Duplisette second sheet and carbon sets are now available in desktop boxes of 100, in goldenrod, canary, pink, green, blue and white. For free samples, literature and prices, **Circle No. 120.**

25-YEAR CALENDAR

L. D. Blehart Co., 10 Fiske Place, Mt. Vernon, N. Y., makes the Sked-U-Cal, a 25-year, remainder wall calendar with laminated monthly calendar cards having

date spaces for eraseable notes. Calendar is about 2 ft. square, rigidly constructed with Masonite backboard. Cards can be inserted or removed from the front or side. Recess holds monthly name cards



ACME VISIBLE

VISUAL CONTROL PANELS

Chart Action, Indicate Trends, Show Results, Permit Comparison, Picture Organized Facts for Analysis and Decision.

Complete flexibility with limitless signalling and charting possibilities . . . Easily adapted to your individual record requirements.

Lightweight panels contain clear plastic tubes which are individually removable and may be shifted from one position to another . . . Clarity of tube provides full legibility of contents.

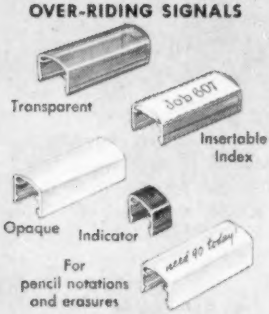
Signals snap on or off at any point . . . Hold position until positively moved . . . Slide smoothly back and forth . . . By-pass freely.

Insertable index feature afford triple signalling potential: by position, by color and by legend of index.

Ask the man from Acme to show you examples—

ALMOST UNLIMITED APPLICATIONS

OVER-RIDING SIGNALS



TUBE INTERIOR SIGNALS

Panels Contain 25, 50 or 100 Tubes Available in 17, 30, and 40 inch widths

ACME VISIBLE RECORDS, INC. CROZET, VIRGINIA

☐ Send us more information on Visual Control Panels. Q1056

☐ We are interested in Acme Visible equipment for _____ records.
KIND OF RECORD

☐ Have representative call. Date _____ Time _____

Company _____ Attention _____

Address _____

City _____ Zone _____ State _____

For More Information Circle No. 220

Cleans type CLEANER! Handy dauber whisks away dirt and goo in seconds! Non-inflammable, absolutely safe; slow-evaporating, hence economical. Look for the smart new orange-and-blue carton on your dealer's shelves.

CONTAINS NO CARBON-TETRACHLORIDE

69¢ at all stationers and typewriter dealers

For More Information Circle No. 293

THE
NEW
"CURTA" Calculator

Will do ANY calculation that a large, expensive desk model will do.

Completely Portable

Weighs 8 oz.

Adds-substracts multiplies divides extracts sq. root

See your Office Machine dealer

or write:

UTILITY SUPPLY CO.

641 W. Lake St.,
Chicago 6, Ill. Dept. "O"

For More Information Circle No. 294

and there is space to hold the black and red pencils supplied. Written memos are wiped clean with a cloth or tissue. Complete and usable without reference to any other calendar. Can be imprinted as an advertising premium. **For More Information Circle No. 105.**

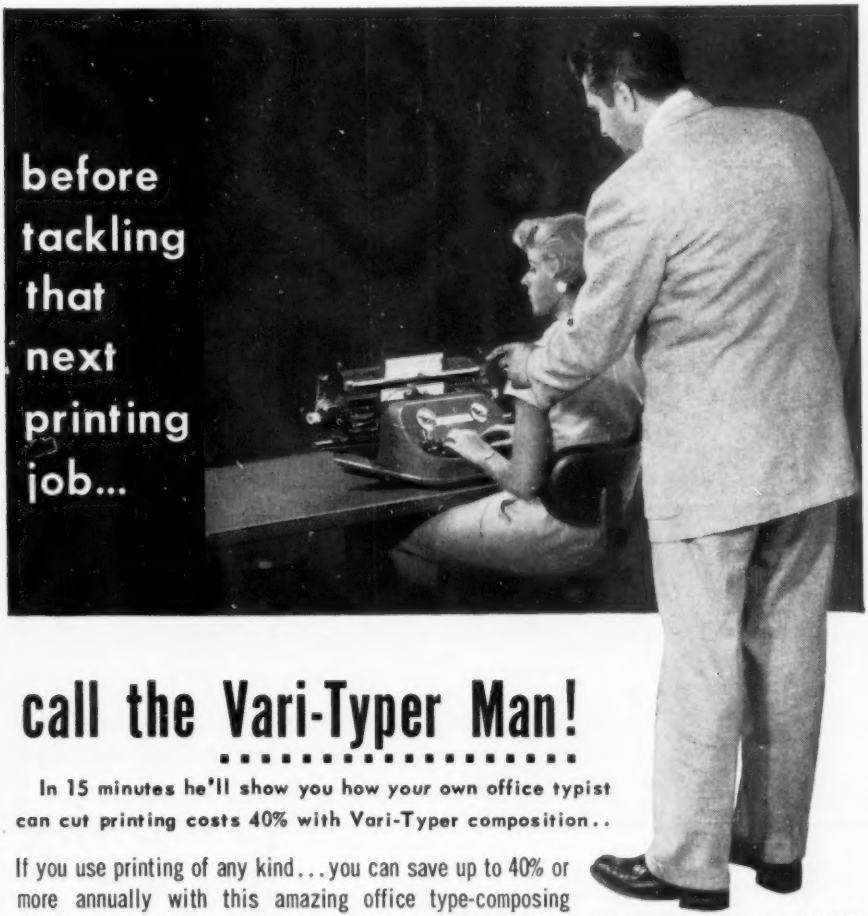
DESK ORGANIZER

Sengbusch Co., 1296 Sengbusch Building, Milwaukee 3, Wis., makes the Adapto-Rack sectional desk organizer of all-steel with 9-gauge steel wire sepa-

rators. It has a gray or green baked enamel finish and eight compartments for correspondence, folders, catalogs, etc. A clear acetate-covered label holder comes with white stripping for quick identification of contents. Two end wire separators attached to the sturdy base have large, threaded rubber pads to prevent slipping and damage to desks. With every order of six units or more, Sengbusch provides free to stationers 500 advertising blotters featuring dealer imprints. Catalog sheets are also provided. **For More Information Circle No. 174.**

BUILDING MAINTENANCE GUIDE

Advance Floor Machine Co., 4100 N. Washington Ave., Minneapolis 12, Minn., offers a work planning guide which provides an orderly system for scheduling day-to-day work of the maintenance



call the Vari-Typer Man!

In 15 minutes he'll show you how *your* own office typist can cut printing costs 40% with Vari-Typer composition..

If you use printing of any kind...you can save up to 40% or more annually with this amazing office type-composing machine. It produces professional-looking typography....with automatically evened margins, perfect line and letter spacing in your choice of hundreds of different printer's style type faces. Send the coupon, and let the Vari-Typer Man show you...in your own office....in 15 minutes!

Vari-Typer

Heads photo-composed on Coxhead-Liner. Text Vari-Typed on Composomatic Model.

Vari-Typer Corporation

720 Frelinghuysen Ave. Newark 12, N.J.

☐ Please have the Vari-Typer Man phone for a convenient appointment.

☐ Please send Vari-Typer Book C-83.

NAME.....

COMPANY.....

STREET.....

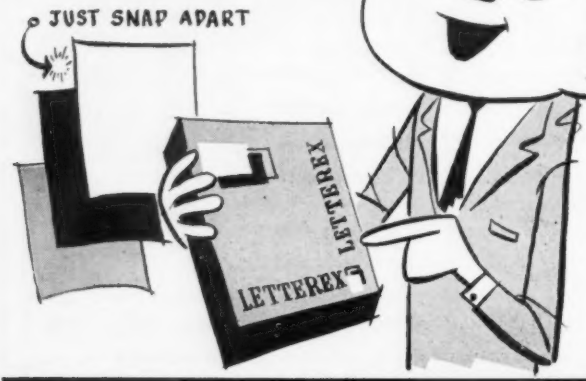
CITY.....ZONE..STATE.....

PHONE.....

For More Information Circle No. 217

Type right use LETTEREX

TAKE IT FROM ME... EVERYBODY IN THE OFFICE LIKES *LETTEREX* – IT DOES AWAY WITH OLD FASHIONED CARBON PAPER AND SECOND SHEETS, KEEP YOUR OFFICE HAPPY, ORDER *LETTEREX* TODAY!

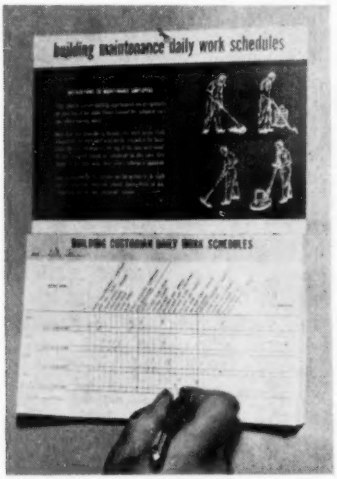


LETTEREX

carbon paper sets (a set is one second sheet lightly gummed to a piece of disposable carbon) are available in all colors. Write or wire for samples and details to LETTEREX, 1640 Connecticut Avenue, Washington 9, D. C.

For More Information Circle No. 423

crew. Suitable for use in buildings of all types and sizes wherever there is a maintenance operation large enough to require services of one or more men. Makes possible more efficient housekeeping from ex-



isting manpower and equipment. Guide also contains tips on maintenance methods for various kinds of floors and suggestions for proper care of equipment. For the free guide, **Circle No. 139.**

BINDER LABEL HOLDER

Office Products, Inc., 9920 Freeland, Detroit 27, Mich., makes an improved

Slip-On Label Holder, for indexing all types of open-back, post binders. The

Stop Sloppy Copy

PARKWAY PHOTOCOP PENS FOR ALL COPYING MACHINES

30¢ each $3.00 per dozen
(QUANTITY DISCOUNTS)
Send $1.00 for Trial Order of 5 Pens!

PARKWAY PEN SERVICE 660 W. Washington Blvd.
Los Angeles 15, California

· BALL POINT PENS FOR INDUSTRY ·

For More Information Circle No. 355

CORRES-FILE increases efficiency — saves time (50%) and money—improves employee morale, by taking the file clerk out of the laboring class! PATENTED

Saves

TIME, LABOR and up to 40% in SPACE!

Effective Tools for Effective Management

WASSELL ORGANIZATION, INC.
Westport, Conn.

Please send free Booklet on CORRES-FILE.
Name .....
Company .....
Address .....
City .....State .....

For More Information Circle No. 356

FAST!! SAFE!!

FILING—FINDING

USE

ATLAS VERTICAL FILING SYSTEMS

FOR

- **NEGATIVES**
- **OFFSET PLATES**
- **STENCILS**
- **X-RAYS**
- **SWATCHES**
- **ART WORK**
- **MASTERS**

Write for Complete Catalog

ATLAS HANGERS

A Type for Every Need

Choose the hanger best for your requirements

DNP (illustrated) Nega-Plate envelope hanger for offset plate and negatives

SH for serrated edge offset plates

PH for pinhole edge offset plate

DSH for standard stencils

DGR for foreign heading stencils

PSC for offset plates, negatives, stencils, etc.

GIH Gripdex for group and specialty filing.

See the new addition to the ATLAS JUMBO LINE and the improved 1956 ATLAS HANGERS at the National Business Show, New York, Booth M-57.

ATLAS STENCIL FILES CORP.
16716 Westfield Avenue, Cleveland 10, Ohio

For More Information Circle No. 304

holder can be re-used from one post binder to another. Its openings are designed so that the holder will quickly slide into position, to fit perfectly on any size of post. The insertion lock portion of the holder is especially treated, on both surfaces, to grip firmly. In spite of this, it can be removed at any time without marking or adhering to the ledger sheets. Slip-On Label Holders are made of vinyl plastic, which will not warp or curl, in three standard sizes: PBS ½" x 2½" for small post binders; PBM 1" x 2½" for medium size post binders; PBL 2" x 2½" for large post binders. **For More Information Circle No. 170.**

TELEPHONE INDEX

Braden Steel Corp., 250 West 57th Street, New York 19, N. Y., makes the Tilt-O-Matic Phone Mate Index which tilts back so that all cards can be written on with ease. Half of some other indexes is rarely used because it is difficult to write on an upright vertical page which

does not have the patented Tilt-O-Matic mechanism. Cards are easily changed or replaced with an exclusive loose leaf binder designed to prevent dog-ear wear. No parts to pull out or put together. Made of walnut grain metal with leatherette inlaid in red, green and tan, Tilt-O-Matic retails at $1.95. **For More Information Circle No. 137.**

"National Accounting Machines save us more than 100% annually on our investment!"

—AMERICAN EXPRESS COMPANY,
New York

"Our vast network of sales outlets and services requires a high speed, modern accounting system. We estimate that National Accounting Machines save us over 100% on our investment annually.

"National's simplicity reduces operator training to a minimum. The many automatic features promote accuracy, because what machines do automatically, operators cannot do wrong.

"Our operators are pleased because they do their work with less effort and the flexibility of the National enables us to do several different accounting jobs on the same machine."

R. S. Reed
President

In your business, too, National machines will pay for themselves with the money they save, then continue savings as annual profit. Your nearby National man will gladly show you how. Or write to us at Dayton 9, Ohio.

*TRADE MARK REG. U. S. PAT. OFF.

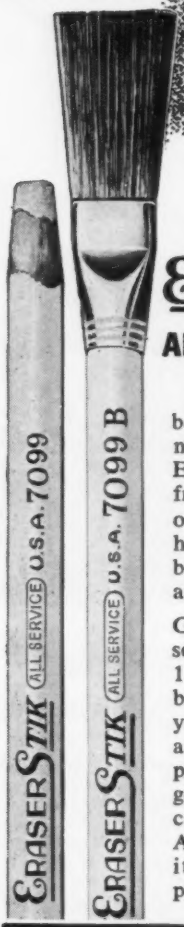
National*

ACCOUNTING MACHINES
ADDING MACHINES • CASH REGISTERS

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO
989 OFFICES IN 94 COUNTRIES

For More Information Circle No. 411

I FEEL JUST LIKE A CRIMINAL



HIDING MY A.W.FABER ERASER STIK ALL FOR MYSELF!

I don't mind if they borrow my lipstick—but no mistake about it, an EraserStik is a girl's best friend. It erases without a trace. I don't see how you can turn out beautiful letters without an EraserStik.

GIRLS, EraserStiks are so economical — only 10¢ each, 20¢ with brush — you can have your very own to use and cherish. Let no one palm off a "just-as-good" substitute. Be certain it has the A.W.Faber imprint on its gleaming white polish.

A.W.FABER-CASTELL
PENCIL CO., INC. NEWARK 3, N. J.

For More Information Circle No. 300

INDEX GUIDES

Smead Mfg. Co., Hastings, Minn., makes Smead's Top Sealed Index Guides which are plastic sealed on both sides and across the entire top at the points of greatest wear. These guide sets are

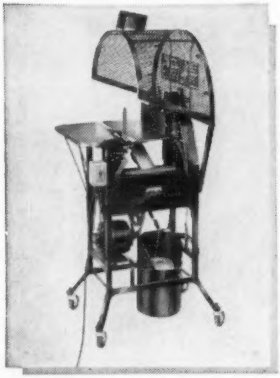
packed six to a dispenser. The dispenser is available in three standard sizes 5″ x 3″, 6″ x 4″ and 8″ x 5″. Available A to Z, 1 to 31 and monthly. Although almost invisible to the naked eye, the plastic seal assures penetration and the ultimate in wear. **For More Information Circle No. 135.**

CASTERS

Master Mfg. Co., 9200 Inman Ave., Cleveland 5, Ohio, makes a complete line of quality casters for all types of metal and wood furniture. In Master Made casters, highly polished steel balls operate on two separate raceways that are locked permanently together to form a solid unit. Steel bearings and bearing surfaces are hardened to guarantee lasting performance. Continuous ball bearing action gives effortless swivel action at all times. The new caster is "guar-

HOW MACHINE TYING SERVES BUSINESS and INDUSTRY

You can increase tying speed 80% or more with a Bunn Package Tying Machine



80% production increase with one machine! Seems incredible, doesn't it? But it's true when you do your twine tying with a Bunn Package Tying Machine. Here's why:

Bunn Tying Machines are *at least five times faster* than old fashioned hand tying. If your present hand tying operation takes 8 hours a day, that same volume can be turned out on one Bunn Machine in 1½ hours . . . or less. That gives you at least 6½ more man hours every day . . . a gain of 80% or more in productive time . . . without increasing your payroll one cent.

Here are other ways Bunn Machines save time and money:

Automatic adjustment to any size or shape without manual changeovers.

No Waste: Automatically uses just the right amount of twine.

Controlled tension prevents cutting into product . . . can't slip off . . . reduces package breakage and product damage.

Slip-proof knot can't come undone even with rough handling . . . approved by postmasters for mail tying of all kinds.

Simple operation is fatigue-less . . . beginners become experts in minutes.

Mail the coupon today. Learn for yourself why . . . *almost anything which can be tied by hand can be tied faster, better and more economically.*

629

MAIL THIS COUPON NOW

B. H. Bunn Co., Dept. OF-106, 7605 Vincennes Ave., Chicago 20, Ill.

Please send free booklet which illustrates the many advantages of Bunn Tying Machines.

Name _____

Company _____

Address _____

City _____ Zone ____ State _____

PACKAGE TYING MACHINES — SINCE 1907

BUNN

B. H. BUNN COMPANY

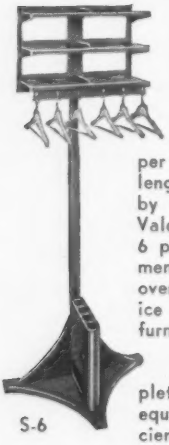
7605 Vincennes Ave., Dept. OF-106, Chicago 20, Ill.

For More Information Circle No. 399

The OFFICE VALET

3U

Answer the Wraps Problem in Offices and Waiting Rooms



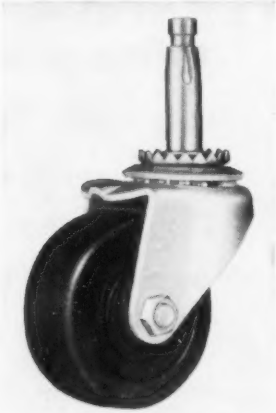
S-6

These efficient VALET Racks keep wraps off waiting room chairs, aired, dry and in press. Hold coats spaced apart, hats, umbrellas and overshoes. Accommodate 3 persons per running foot. Come in lengths of 3 ft. 3 in. or longer by the foot. The S-6 Office Valet costumer accommodates 6 people—ends piling of garments on others. Will not tip over. Built for life-time service of heavy gauge, welded furniture steel. Smart in modern baked enamel finishes. Units form a complete system of wardrobe equipment that provides efficient wrap accommodation wherever people gather.

Write for Bulletin OV-10

For More Information Circle No. 307

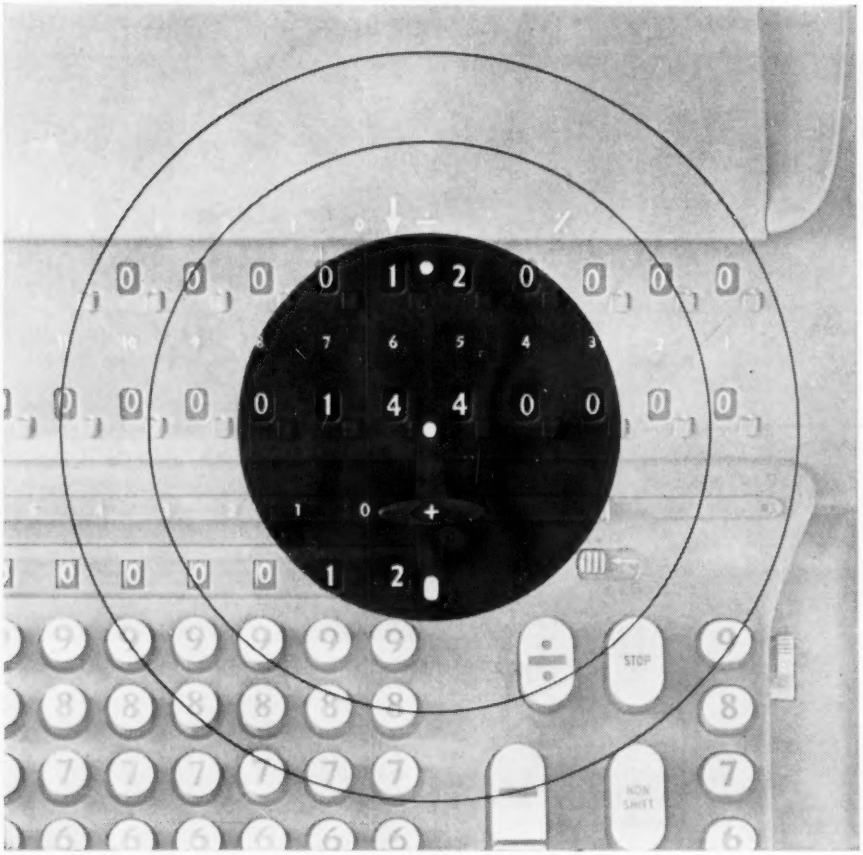
anteed to sell or your money back." Master Made casters are available with soft, rubber wheels and plastic, hard tread wheels, packed in Miracle Marked boxes, four casters to a set. The end of



every box names the chair the particular caster fits, as well as the size and type of caster. Finding the correct caster is quick and easy. **For More Information Circle No. 124.**

CALENDAR BASE

Keith Clark, Inc., 130 West 42nd St., New York 36, N. Y., makes a new single pad base for their Work-A-Day line of



You can't miss with a Marchant!

When you multiply on a Marchant it's a bull's-eye every time. You know your answer is *right* because Marchant is the only American calculator with positive three-dial proof of accuracy.

At the end of a multiplication problem the number to be multiplied is in the Lower, or Keyboard Dials...the multiplier is in the Upper Dials...and the answer is in the Middle Dials.

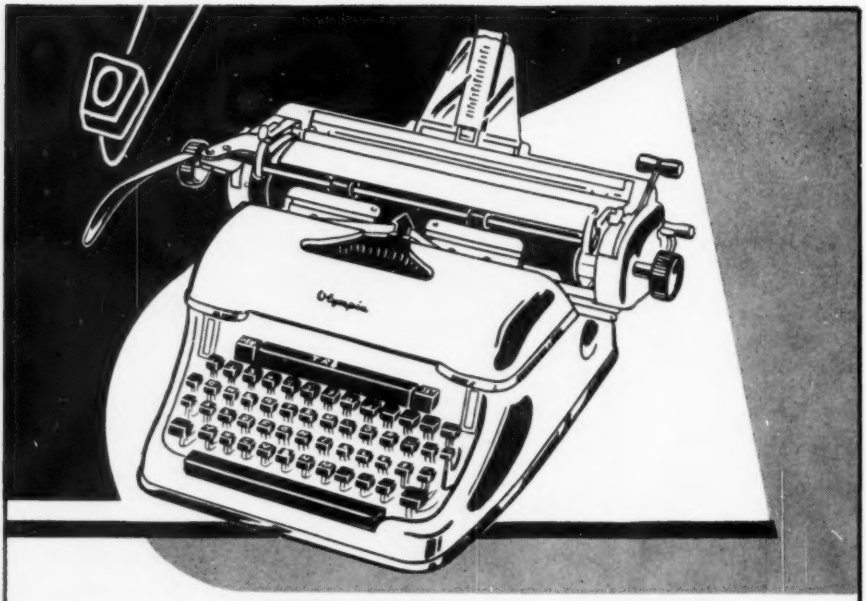
You get this same *visible* proof when dividing, adding and subtracting . . . in *any* calculation. This is just one of the many accuracy controls built into every Marchant calculator. Anyone in your office—after brief instruction—can operate a Marchant efficiently.

Marchant has always led the field in developing calculators with unmatched speed and simplicity of operation. Add these advantages to Marchant's exclusive accuracy controls and the answer is maximum figurework output with a minimum of operator time and effort.

Call in the local MARCHANT MAN. Let him show you how Marchant's many exclusive operating advantages can make a substantial contribution to the more efficient and more profitable operation of your business.

MARCHANT CALCULATORS, INC., OAKLAND 8, CALIFORNIA

For More Information Circle No. 388



For the sheer satisfaction of perfect typing

Olympia goes first!

VISIT OUR OLYMPIA EXHIBIT AT THE
NATIONAL BUSINESS SHOW
OCTOBER 15 TO 19
NEW YORK COLISEUM
GROUND FLOOR BOOTH No. 106 J-K

Olympia goes first { IN PERFORMANCE / IN STYLING / IN ECONOMY

OLYMPIA—WRITES BEST OF ALL BECAUSE—
IT IS BUILT BEST OF ALL

INTER-CONTINENTAL TRADING CORP.
90 WEST STREET • NEW YORK 6, N. Y.

For More Information Circle No. 216

desk calendars. Occupying a minimum of desk space, the streamlined W46 base has a sloping front for greater visibility of the easy-to-read calendar pad. It also allows a more comfortable writing position for notes, memos and appointments. The top plate holds the pad firmly in place. When used with the Keith Clark W460 pad, a 12-month calendar is framed under a protective clear plastic window. Base is designed for standard 4" x 6¾" pads and available in a walnut grain or modern office gray that harmonizes with any home or office decor. The reinforced, lightweight plastic is highly polished, unbreakable and scuff-resistant. **For More Information Circle No. 110.**

NON-TOXIC FILM CLEANER

Anchor Chemical Corp., 827 Bergen St., Brooklyn 38, N. Y., makes non-toxic Film-Kleen for quickly cleaning all film, lenses, glass screens, color filters, vacuum frames, stripping equipment, etc. **For More Information Circle No. 173.**

MANUFACTURERS OF DURALUMINUM

MANY STYLES HOLDERS FOR HANDWRITTEN SNAPOUT FORMS

SAUNDERS MFG. CO., INC.
P. O. BOX 243
WINTHROP, MAINE

For More Information Circle No. 367

AUTOMATION IN DUPLICATING IS HERE!

..at the touch of a button you can print 110 copies per minute

Heyer AUTOMATIC ELECTRIC SPIRIT DUPLICATOR

The Heyer Conqueror prints in 1 to 5 colors at a fraction of a cent per copy . . . without effort. Hundreds of sharp, clean copies of anything typed, written or drawn on the master simply pour out of this new duplicator. It "Always Makes a Good Impression."

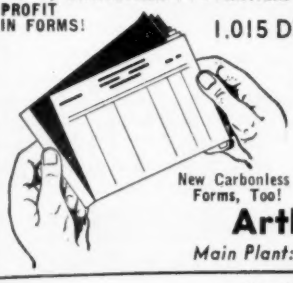
THE HEYER CORPORATION
1821 S. Kostner Ave., Chicago 23, Ill.
Please send free booklet and details on Automation in Duplicating.

Name_____
Company_____
Address_____
City_____ State_____

For More Information Circle No. 368

→ → STATIONERS . . . PRINTERS . . . AGENTS . . .

PROFIT IN FORMS!



New Carbonless Forms, Too!

1,015 DEALERS HAVE A PROFITABLE SIDE-LINE in . . .

ONE-TIME Snap Easy CARBON FORMS

The 1,015 dealers who sell Snap-Easy Forms get lucrative discounts . . . their own imprint on forms . . . protection on repeats. 1,015 dealers are making (Snap)-Easy money—So can you! Write today.

Arthur J. Gavrin Press, Inc.

Main Plant: New Rochelle, N. Y. — Branch Plant: Denison, Texas

For More Information Circle No. 369

LITERATURE from the Manufacturers

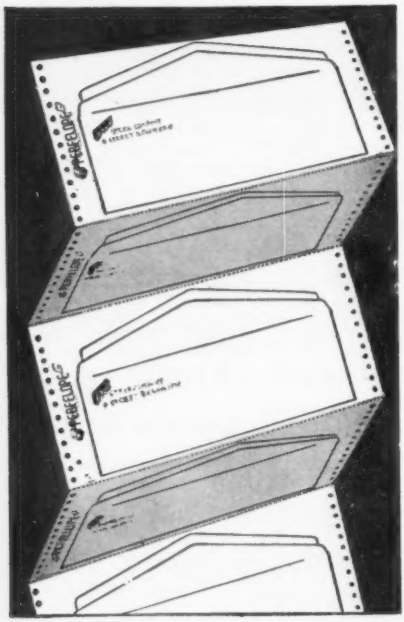
LETTERHEAD DESIGNS

Gilbert Paper Company, Menasha, Wis., offers a brochure featuring a group of 14 letterheads produced by lithography which were selected by a noted board of judges as being outstanding for design. Selections were made from entries received in a continuing letterhead design contest sponsored by Gilbert. The judges included Burton Cherry, designer and president of the design firm bearing his name; Park Phipps, head of the department of advertising and printing design, Art Institute, Chicago; and Everett McNear, painter and advertising art designer. A design analysis and identification of type elements accompanies each letterhead presented. Also included in the brochure is a check list

for good letterhead design. **For a copy, Circle No. 146.**

TAPE CONVERTERS

Remington Rand Univac Div., Sperry Rand Corp., 315 Fourth Ave., New York 10, N. Y., offers a brochure describing



PERFELOPE
PATENT PENDING

CONTINUOUS
ENVELOPES

are written fast and accurately by machine — tabulating machines, typewriters, accounting machines, addressing machines and billers.

When designed as part of a system, Perfelope Continuous Envelopes can eliminate other forms and make a one-writing operation.

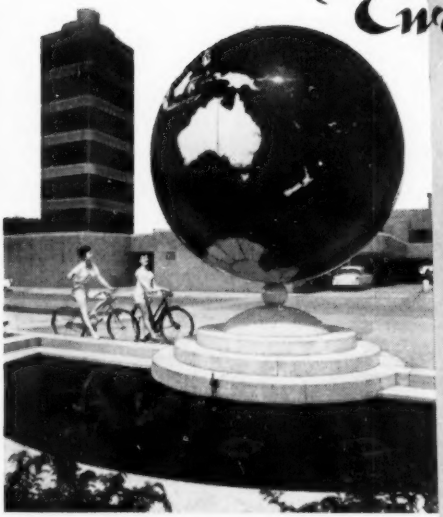
Perfelopes are made in a wide range of sizes and shapes for all envelope uses. If you use envelopes in any factory or office procedure, let us show you how continuous envelopes will save time and money. Write today for free facts and samples.

PERFELOPE MANUFACTURING CO.
112 Academy St., Newark, Delaware

For More Information Circle No. 310

Two First-Line Companies Eliminate a Big Cost of Major Business Operations

with Revolutionary Copyflex One-Writing Method!



S. C. Johnson & Son, Inc., famous manufacturer of quality wax products for home and industry, uses Copyflex to speed and simplify purchasing-receiving paperwork. Receiving data is added on to a translucent copy of the purchase order, and Copyflex copies—made mechanically without further writing—serve as receiving reports and notices. No costly rewriting or retyping of basic order information, no manual copying errors.

The American Steel & Wire Division of the United States Steel Corporation, world's greatest producer and fabricator of steel, gets out a wide variety of paperwork on a fast, one-writing basis with Copyflex. Accounting reports, works standards, and production orders are mechanically reproduced directly from written worksheets. Elimination of manual transcription speeds processing of important information, saves thousands of dollars annually in clerical costs.

Throughout America, alert companies like those described here are simplifying and speeding major business operations with the revolutionary one-writing method made possible by modern Copyflex copying machines. You surely can, too!

With Copyflex, you write basic information only once—the entire series of copies needed to complete any systematized business operation are mechanically reproduced from the original. You eliminate the big cost and delay for retyping or rewriting constant information from one form to another.

Copyflex machines are clean, odorless, economical—letter-size copies cost less than a penny each for materials. Copyflex will fit readily into your present systems. Mail coupon today—it can mean important savings for you.

Bruning gives you the product and service you need when you need it! Plants at Teterboro, N.J., Chicago, Kansas City, Los Angeles, and Toronto. Sales-service offices in 30 principal cities in the United States and Canada.

See Copyflex in action at the International Systems meeting, Philadelphia, October 22-24.

Desk top Model 100 Copyflex copies originals 11 inches wide by any length. Makes up to 300 copies of different letter-size originals per hour. Only $498.50. Other models available to copy originals up to 46 inches wide.

BRUNING Copyflex

Copies anything typed, written, printed or drawn on ordinary translucent paper—in seconds.

Specialists in Copying Since 1897

CHARLES BRUNING COMPANY, INCORPORATED
4700 MONTROSE AVENUE • CHICAGO 41, ILLINOIS

In Canada: Charles Bruning Co. (Canada), Ltd., 105 Church St., Toronto 1, Ont.

Charles Bruning Company, Inc., Dept. 102-G
4700 Montrose Avenue, Chicago 41, Illinois

Please send me information on the Copyflex process and machines.

Name_____ Title_____

Company_____

Address_____

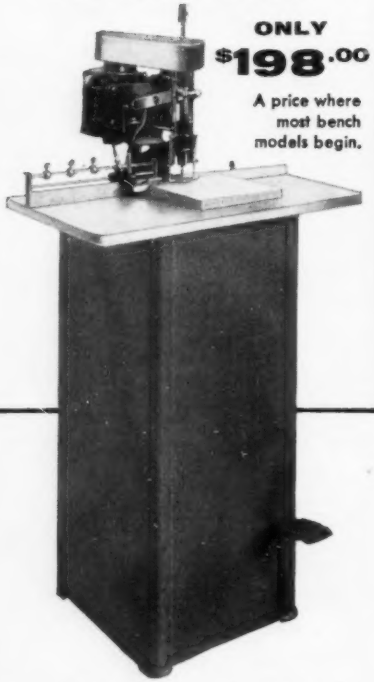
City_____ County_____ State_____

For More Information Circle No. 242

Your operator can feed stock with both hands with this Foot-Control Floor Model

Spinnit

PAPER DRILL



ONLY $198.00

A price where most bench models begin.

Faster workflow. Positive 2-hand control of stock. Ideal for women operators. A real bindery drill.

Write us for details.

LASSCO PRODUCTS, INC.
485 Hague St. • Rochester 6, N. Y.

For More Information Circle No. 303

two Common-Language Transcribers: Perforated-to-Magnetic Tape Converter and Magnetic-to-Perforated Tape Converter. **For a copy, Circle No. 147.**

SPACE PLANNING

Arnot-Jamestown Div., Aetna Steel Products Corp., Jamestown, N. Y., offers a 16-page illustrated booklet, "A New Way of Life in the Office," which dis-

plays Arnot partitions and modular furniture components. Photos illustrate how "Rooms Without Ceilings" save space. Arnot components are shown in layouts of different office departments typical to most businesses. Before and after pictures show space savings. Arnot furniture is made in both wood and metal. **For a copy, Circle No. 141.**

CREDIT INDEX FILE

Wassell Organization, Inc., Westport, Conn., offers an 8-page illustrated booklet describing newly installed Rotor-File units in the Consumer Credit Dept. of Broad Street Trust Co., Philadelphia. By using the rotary filing equipment for all size cards and correspondence, they have achieved better working conditions for personnel, faster operation of their consumer credit index file, and over 25% labor saving. Previously, 104 trays of cards were spread over seven sets of tables, separated from telephones and Teletypes. The nine clerks were on their feet 90% of the time and in one

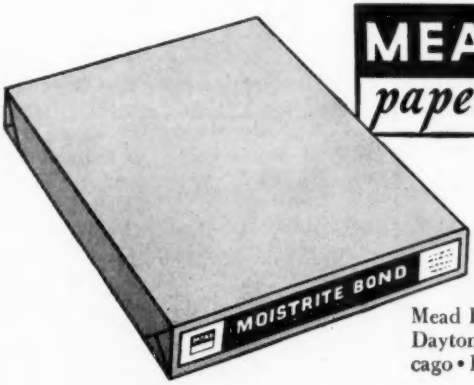
All the facilities of Big Mill Operation at the service of the Small Press

Just as a sample of what we mean, look at what happens when reams of paper are cut into small sizes, the sizes you need for small presses.

A lift of big sheets, 34″ x 44″, for instance, has four edges to each sheet, four danger spots where it can absorb or get rid of moisture and possibly curl. But cut each sheet into 16 sheets, 8½″ x 11″, and you expose 64 edges, 64 danger spots which must be carefully protected against contact with the surrounding atmosphere.

Mead has developed the finest protection available: the famous moistureproof package which brings your small sheets of paper to you in mill condition. They're cleanly and accurately trimmed, will lie flat, and feed easily any time you want to run them.

And this paper moisture-barrier wrap extends to the whole line of Mead Papers: bonds, mimeo, ledgers, duplicators, offsets, coateds. Whatever your requirements, you can get it all from Mead.



MEAD papers

Papermakers to America

THE MEAD CORPORATION

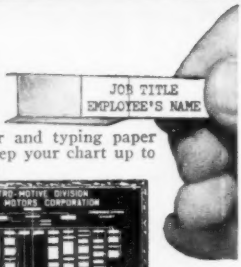
SALES OFFICES

Mead Papers, Inc., 118 W. First St., Dayton 2, Ohio • New York • Chicago • Boston • Philadelphia • Atlanta

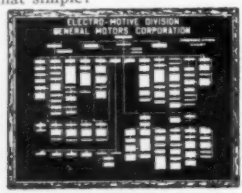
For More Information Circle No. 205

STOP COSTLY RE-DRAFTING OF ORGANIZATION CHARTS

THE
COFFIELD
EVERLASTING
Interchangeable
ORANIZATION
CHART



A typist, a typewriter and typing paper are all you need to keep your chart up to date. It's that simple!



- Sizes to Fit Any Organization Structure
- All Parts Are Movable and Re-usable
- Photographs for Sharp Prints

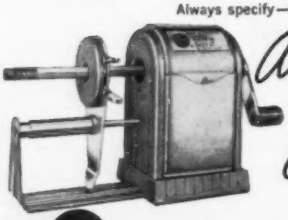
Write for Free Illustrated Folder
with Price Schedule No. O-10

MANAGEMENT CONTROL CHARTS CO.
1731 N. WELLS ST. CHICAGO 14, ILL.
For More Information Circle No. 318

A point to remember

Apsco's Dandy Super-10, equipped with nylon pinion gears that reduce the noise factor almost 100% while adding immeasurably to the service life of this famous pencil sharpener model—is now available in your choice of five decorator colors!

Always specify—**APSCO...**



America's office Choice!

Apsco **Apsco products inc.**
Los Angeles, California • Rockford, Illinois • Toronto, Canada
For More Information Circle No. 319

anothers way. As the department grew, speed of operation decreased and confusion and costs rose. The department now functions with three autonomous units and clerks have all records instantly available from a seated position. They turn out more accurate work with greater speed. Traffic and confusion is eliminated, and six clerks now do what nine clerks did before. Broad Street Trust Co. states that the equipment has provided an immediate expansion of 33% over requirements. **For a copy, Circle No. 157.**

ELECTRONIC EQUIPMENT

Allied Radio Corp., 100 N. Western Ave., Chicago 80, Ill., offers its 356-page 1957 general catalog listing over 27,000 items in the electronics field. Included are equipment and parts for radio, television, high fidelity systems, recorders, intercoms, etc. **For a copy, Circle No. 148.**

BUSINESS FURNITURE

Hamilton Mfg. Corp., Columbus, Ind., offers their full-color catalog of Cosco Business Furniture showing 16 basic models of chairs, settees, sofas and tables. For a copy, **Circle No. 149.**

INSULATED FILES

Meilink Steel Safe Co., 1672 Oakwood Ave., Toledo 6, Ohio, offers a new catalog section illustrating and describing the complete line of Hercules Insulated Files. It explains the Class C and Class D label files and the features of Hercules files. A specification table is complete to the last detail including handy illustrations in each column. Also illustrated and described are the ledger files, ledger posting trays and single drawer letter and legal files. The ledger posting trays are designed to fit the ledger file units perfectly and trays can be suspended on the drawer body sides. This brings trays to the proper working height for billing machine operators. An almost unlimited choice of locking arrangements to suit individual requirements is also shown. **For a copy, Circle No. 160.**

IF YOU WRITE THE SAME INFORMATION MORE THAN ONCE, READ THIS CHART

Dashew's system for positive, durable identification expedities all manufacturing operations and provides simple mechanical writing of accurate source data on control forms

Identification of Personnel & Material
Color-coded, chemical & corrosion resistant embossed Dashaplates attach by wire, adhesive, tacks, banding etc.

PRODUCTION: Route parts-in-process thru operations & identify for assembly or re-assembly

STORAGE: Identify raw materials, parts, tools & finished products

SHIPPING: Durable identification of crate contents & consignee data

RECEIVING: Identifies incoming materials, parts, etc.; routes to storage or factory

DATABOSSER

Selfwriting identification and address plates are created rapidly by manually set or electronically set DATABOSSER machines, which will simultaneously attach tying wires, code notch, contrast coat embossed characters and sequence number. Electronic models operate directly from punched cards or tapes.

DASHAPLATE—The completed selfwriting metal (or plastic) documents are produced at the rate of 1000 to 6000 units per hour ready to write or identify.

DATAWRITER 18—Pocket sized portable addressing or writing machine transcribes data from the embossed metal (or plastic document to all types of forms.

Control of Personnel & Material
Mechanically transcribed data eliminates time consuming handwriting and provides accurate source data for many data processing systems or manually posted records.

PRODUCTION: Print & duplicate factory/office records, e.g. routing, time & cost tickets; etc.

INVENTORY: Records material, parts & tool issues; controls tool returns

SHIPPING: Records unit-by-unit data on contents & consignee

RECEIVING: Records accurate source data for purchasing, production, accounting, etc.

Write for "6 HONEST SERVING MEN," the detailed Dashew story

DASHEW BUSINESS MACHINES, INC., DEPT. OM, 5886 SMILEY DRIVE, CULVER CITY, CALIFORNIA

For More Information Circle No. 208

FILING ADVICE

Smead Mfg. Co., Hastings, Minn., offers a folder titled, "Some Do's and Don'ts for Better Filing and Finding," which

contains advice every file clerk should know—but some forget. For a copy, **Circle No. 151.**

REPRODUCING LISTS

Haloid Co., 56-22X Haloid Co., Rochester 3, N. Y., offers a 4-page, 2-color brochure describing Acme Visible photo panels and xerography. It illustrates and explains the use of xerography in the preparation and alteration of lists for Acme Visible photo panels, and shows how time and money savings may be effected on price and parts lists, catalogs, directories, indexes, etc. To any company faced with the problem of maintaining lists, investigation of the Acme Visible-xerography combination should prove worthwhile. The brochure should be of interest also to those already using Acme Visible photo panels. **For a copy, Circle No. 140.**

OFFSET NUMBERING

Davidson Corp., 29 Ryerson St., Brooklyn 5, N. Y., offers an 8-page technical bulletin, "Numbering on the Davidson Dual-Lith," with completely detailed information and instruction for perform-

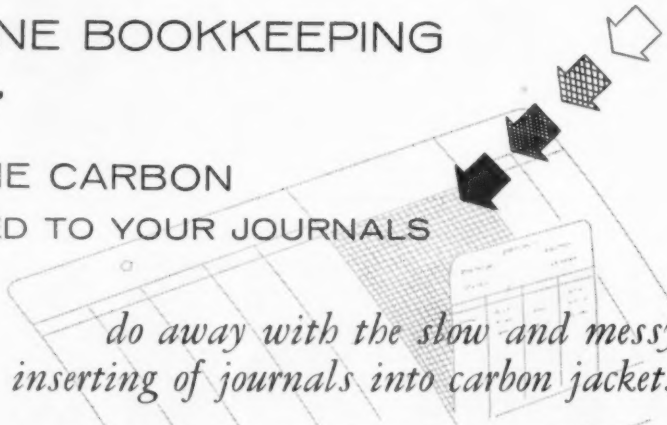
Efficiency in

MACHINE BOOKKEEPING

calls for

ONE-TIME CARBON

ATTACHED TO YOUR JOURNALS



do away with the slow and messy inserting of journals into carbon jackets

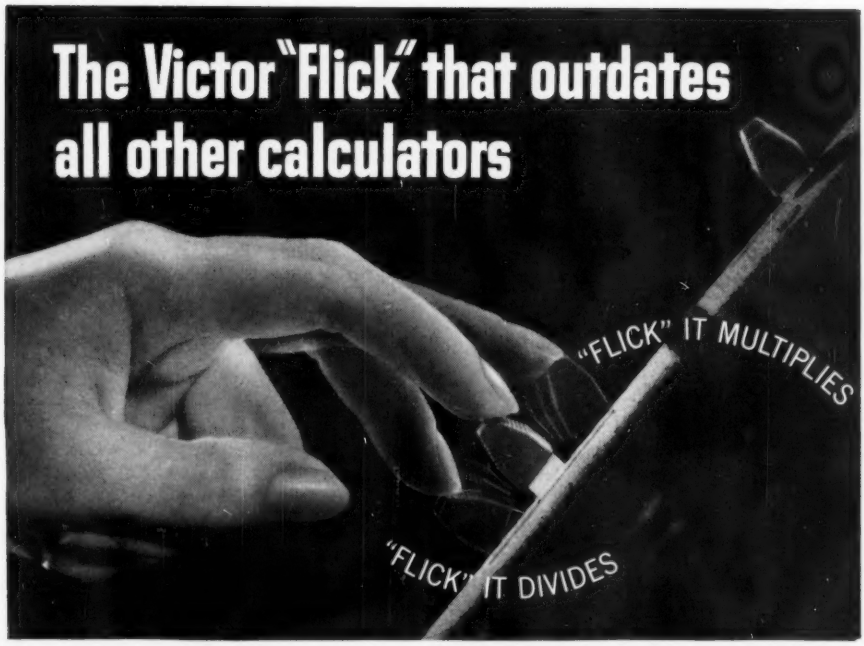
WRITE FOR FREE SAMPLES AND FURTHER INFORMATION

HAUTAU & OTTO *Printers of Forms and Systems*

4939 W. LAKE ST. CHICAGO 44, ILLINOIS — PHONE: EStebrook 9-1166

For More Information Circle No. 290

The Victor "Flick" that outdates all other calculators



New Victor Automatic Printing Calculator

Saves You Costly Man-Hours Because It's Simpler, Easier, More Accurate To Use

Exclusive Victor feature lets you *multiply* or *divide* with a "Flick" of your finger. No mental counting. "Up" to multiply . . . "Down" to divide . . . middle position to add or subtract—and all *automatically!*

The new Victor Calculator prints figures *on tape,* just as you would write them. Automatic Constant holds figures for repeated division or multiplication. Total Transfer eliminates need for re-entering totals.

Find out how much this Victor "Flick" can do for you—look under "V" for Victor in the adding machine section of your classified phone book or *mail the coupon.*

VICTOR ADDING MACHINE CO.
Chicago 18, Illinois
Victor-McCaskey Limited, Galt, Ontario
Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars

VICTOR ADDING MACHINE CO. 0-1056
CHICAGO 18, ILLINOIS
Send me brochure on the New Victor Automatic Printing Calculator, showing *all* the features.

Name .....

Company .....

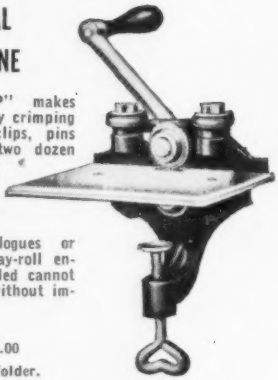
Address .....

City ..... **State** .....

For More Information Circle No. 342

"MULTIGRIP"
PAPER CRIMPER

A SENSATIONAL
OFFICE MACHINE

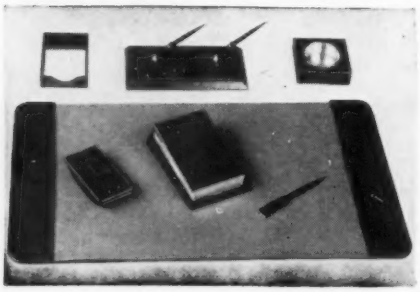


The "MULTIGRIP" makes paper seal itself by crimping without staples, clips, pins or glue. Up to two dozen sheets can be securely fastened by the "MULTIGRIP". Documents, Invoices, Price-Lists, Blue-Prints, Catalogues or Correspondence. Pay-roll envelopes swiftly sealed cannot be tamperd with without immediate detection.

Retails $15.00
Ask for free folder.

National Distributors:
MICHAEL FRUMKIN
87-11 35-th. Ave., Jackson Heights 72, N. Y.
For More Information Circle No. 315

PLACE YOUR ORDER NOW
FOR OPEN STOCK



DESK ACCESSORIES

Tastefully handcrafted in fine top-grain cowhides. Available at your Stationer, Office Furniture Dealer and Department Stores. Six series available. Catalog on request.

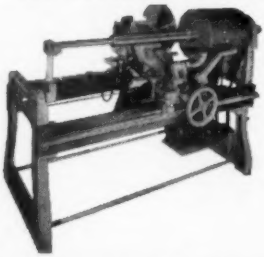
SAINBERG & CO., INC.
37-43 W. 26 St., N. Y. 10 MU-4-3424-5
For More Information Circle No. 316

ing a variety of numbering operations on the Dual-Lith. Listed are 36 suggested applications for numbering jobs that can be done, in addition to many others. Step-by-step instructions are given for horizontal, vertical and combination numbering operations and illustrated with numerous photographs. The use of various types of numbering attachments for different model Davidson Dual-Liths is described in detail to enable operators to set up properly. Instructions are also given for adjusting the register of the numbering head and also the tripping cam to give both accurate and synchronized operation. A section called Operating Tips gives the user some "tricks of the trade" that will save him time and help him to do a better job of numbering. **For a copy, Circle No. 143.**

CASH REGISTERS

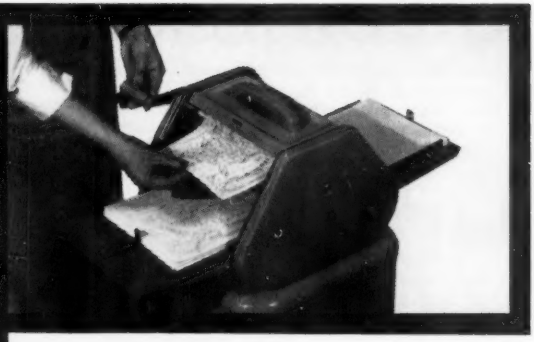
Sweda Cash Register, Inc., 7313 N. Harlem Ave., Chicago 31, Ill., offers a full-color circular showing latest models of Sweda itemizing cash registers with

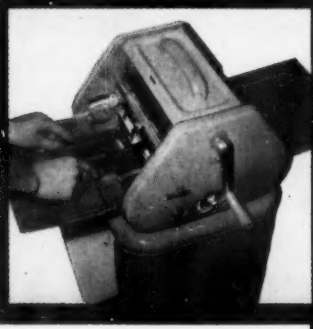
MAKE
CLOTH and CARBON PAPER
RIBBONS
WITH THE JUDELSHON
#360 CUTTING MACHINE



ALSO: WINDING, SLITTING
and EDGE-GLUING MACHINERY
. . *Write for More Information* . .
OSCAR I. JUDELSHON, INC.
148 GREENE ST., NEW YORK 12, N. Y.
For More Information Circle No. 394

THE PIONEERS OF SPIRIT DUPLICATING
IN GREAT BRITAIN PRESENT





NEW Fordigraph 100

PORTABLE SPIRIT DUPLICATOR with CARTRIDGE LOADING

***LOW-PRICED**—yet it has all these high-priced features:*

- AUTOMATIC FEED
- PUMP FLUID CONTROL
- ROLLER MOISTENING
- CARTRIDGE LOADING
- ACCURATE REGISTRATION
- RESETTABLE NYLON COUNTER
- AUTOMATIC MASTER CLAMP
- PRESSURE CONTROL
- SELF-LUBRICATING NYLON BEARINGS
- SELF-CENTERING PRESSURE & MOISTENING ROLLER
- CLOCKWISE TURN OF HANDLE
- FULL GUARANTEE

Designed and engineered for American offices by Frank R. Ford Ltd., Birmingham, England, the company which pioneered, produced and sold Spirit Duplicators all over the world (except the North American Continent) since 1933.

EXCLUSIVE DISTRIBUTORS
REQUIRED IN EVERY STATE
Deliveries from New York warehouse.

Write to:

FORDIGRAPH (EXPORT) LIMITED
56 GRANTHAM ROAD, SPARKBROOK,
BIRMINGHAM 11, ENGLAND

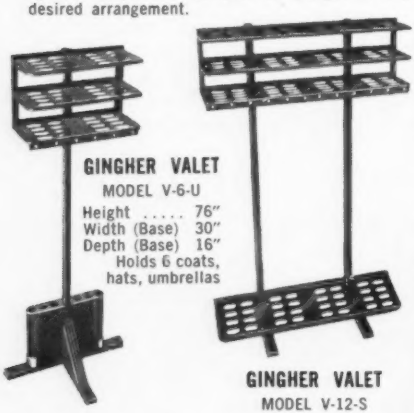
For More Information Circle No. 390

GINGHER WARDROBE Racks for the ORGANIZED OFFICE

An office can be only as efficient, and a waiting room only as neat, as its furnishings permit. Nothing detracts so much as coats and hats dropped on chairs or hung on old-fashioned hall-trees. A line to Gingher will bring a quick solution to your wraps problem.

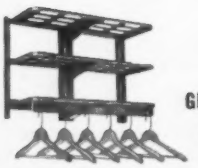
30-SECOND ASSEMBLY
NO NUTS, BOLTS OR SCREWS

Insert upright post into base and slide the top over post. No wobble or wiggle, but sturdy and upright. Units can be locked together instantly side by side and/or back to back or changed to any desired arrangement.



GINGHER VALET
MODEL V-6-U
Height ..... 76"
Width (Base) 30"
Depth (Base) 16"
Holds 6 coats, hats, umbrellas

GINGHER VALET
MODEL V-12-S
Height ..... 76"
Width (Base) 48"
Depth (Base) 16"
Holds 12 coats, hats, overshoes



GINGHER WALL RACK
Mounts easily on any wall. Made in two sizes, to hold either 6 or 12 coats and hats.

Many other designs and capacities available, including portable, folding racks, double-face racks, and complete checkroom equipment.

GINGHER Space Master VALETS

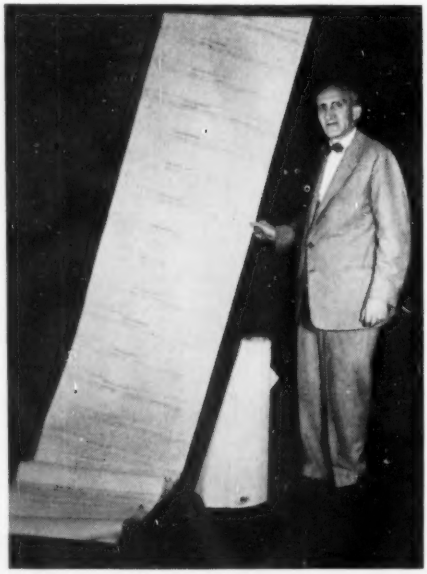
Send For Literature
Dept. 0-106
314-328 DEPOT STREET, SCRANTON 9, PA.

For More Information Circle No. 383

systems for every retail business. These feature multiple clerk and department totals and detail audit strip for complete sales analysis. Highlight of the line is a hand-span keyboard designed for speed and accurate operation. Sweda cash registers are compact in size and styled modern. **For a copy, Circle No. 142.**

FLATBACK TAPES

Labelon Tape Co., 450 Atlantic Ave., Rochester, N. Y., offers a mimeographed sheet illustrating three uses for its printed flatback tape. The sheet, carrying actual samples of the three tapes described, discusses labeling of hospital laboratory specimens, government record files and machine parts. The hospital label for a pathology specimen has spaces for recording necessary specimen data, and eliminates tags and paper labels. The record file and machine parts labels also may be written upon. Labels described are self-sticking and furnished in a variety of colors. **For a copy, Circle No. 145.**



B. T. Abrams of Apex Business Systems, New York, with a 25½"-wide, 5-part payroll form which Apex produced on NCR paper.

Staplex the PROVEN Automatic Electric Stapler!

TRADE MARK

PUTS DOLLARS IN YOUR POCKET with its faster, time and money saving operation.

PROOF! STAPLEX is the No. 1 time and money saver in today's business . . . All other out dated stapling methods have become too costly. Man hours, the big item and expense in any business today, can be cut tremendously when you use STAPLEX. It actually pays for itself in no time and goes right on putting dollars in your pocket. Don't forget . . . time saved releases operators for other productive work.

PROOF! Stop using painfully slow and costly manual or only semi-automatic stapling methods. Completely automatic STAPLEX, staples instantaneously upon insertion of work. Perfect, split-second stapling every time. No tiresome hand or foot controls . . . both hands are free to work with. STAPLEX is simplicity itself to operate. Completely enclosed for safer, quieter operation. Simple, quick-set accurate adjustment up to 4¼" depth. Portable, plugs in anywhere.

PROOF! Thousands of satisfied users are shouting the praises of STAPLEX—with new records of economies in hundreds of business and industrial applications being reported daily. A free, no-obligation demonstration of the STAPLEX in action . . . doing your work . . . saving your money will prove to you that STAPLEX is the ONLY EFFICIENT way to staple in modern business!

Staplex . . . . . the fastest . . . easiest . . . savingest way to staple!

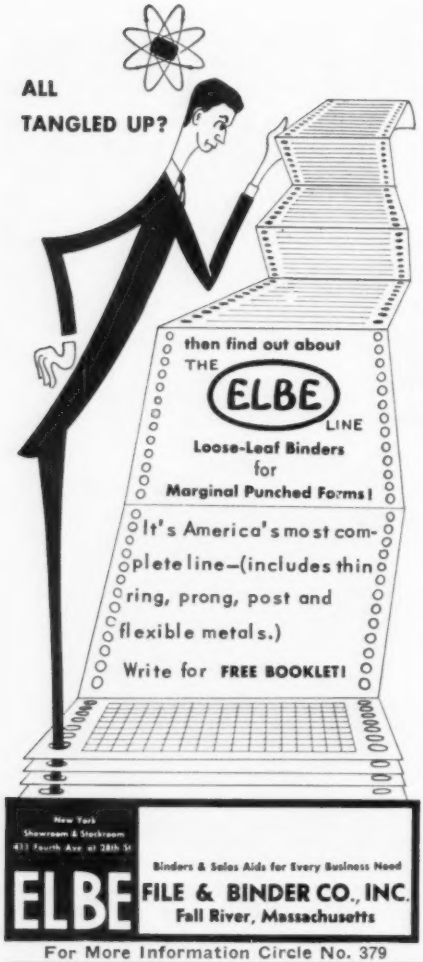
THE Staplex COMPANY
775 Fifth Avenue, Brooklyn 32, N. Y.

☐ FREE DEMONSTRATION
☐ SEND ME FURTHER INFORMATION

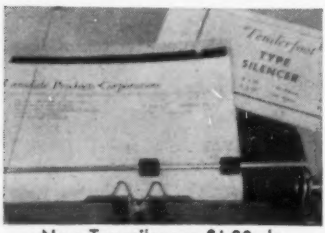
NAME .....
COMPANY .....
ADDRESS .....
.....

© 1956, The Staplex Company

For More Information Circle No. 269



For More Information Circle No. 379



USE "TENDERFOOT"

New Typesilencer $1.20 dz.

Lansdale Products Corporation
Box 568 Lansdale, Pa.

For More Information Circle No. 380

All Paperwork Costs Are Controllable

A. C. SIPES

Training Officer, Kansas City Records Center, Department of the Army

ESTIMATES of paperwork costs range as high as 50% of the total sales and administrative costs of doing business. As a taxpayer, since you represent the average American, this year you must ante $100 as your share of the paperwork burden of the Federal Government. Paperwork will cost your Uncle Sam $4 billion. One-ninth of the national income this year will be spent to pay clerical salaries. This year you will consume 400 lbs. of paper—half of which is in the office. Compare this to Russia's 14 lbs. and India's 1¼ lbs. per capita.

Look inside a 4-drawer filing cabinet and consider this: to create the contents of that cabinet, approximately 8000 pieces of paper cost your firm about $4000 and this year it will cost another $320 to maintain and service it. Pull out a sheet of paper at random. It cost 50c to create it, 4 cents per year to maintain it, and 1 cent a year just for storage space. The average business retains about 50,000 pieces of paper

The Ferris ROTARY FILES

THE WORLD'S LARGEST SELECTION OF MOTORIZED & MANUAL FILING EQUIPMENT.

Over 150 models available
Holds any record size (2x3 thru 12x14)
Capacities from 5,000 to 200,000 cards per unit
Cards come to a comfortably seated operator in an average time of three seconds
Used by leading companies
One unit holds several different record sizes

FERRIS BUSINESS EQUIPMENT
45 Seymour St., Stratford, Conn.

For More Information Circle No. 382

it all adds up to a
low cost high quality
product.. the

new Regna itemizing cash register

a cash register,
adding machine
and simplified
bookkeeping
machine
ALL IN ONE
STREAMLINED UNIT!

Ideal for *all* small and medium sized retailers—a superb quality product in the low price class. Compact, sturdy, precision-built; manual or electrically operated models in green or ivory.

• Customer gets itemized receipt of each item purchased; Regna simultaneously records copy for owner • Sale Total and Grand Total are automatically registered and recorded; total receipts can be instantly checked any time • Single item key records single item sale in one swift operation • Non-add key allows use as adding machine—without affecting Grand Total • Customer counting device shows volume of daily traffic • 6 designating keys for clerks, departments, special items • Lock for Grand Total and Sub Grand Total—and for tape • Individual keys for Charge-Sales, Paid-Out, Non-space and Repeat operations. Printing device with store's name.

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489-R King St. W., Toronto, Ont.

OUTSIDE CONTINENTAL U.S.: Jorgen S. Lien, Box 507, Bergen, Norway.

Complete stock of Regna parts available throughout the U.S.

REGNA CASH REGISTER

Regna Cash Registers, Inc.
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:
Please send more information on the new Regna itemizing Cash Register and outline advantages of becoming a Regna dealer.

Name.....

Address.....

City.....Zone.....State.....

For More Information Circle No. 190

Copease®

By using Marginally Punched Forms, Printed on NCR (No Carbon Required) Paper, or Bond Paper and Superite Carbon, you have an unbeatable system for speed, accuracy and efficiency.

Write for details

AMERICAN REGISTER

570 E. FIRST ST. BOSTON 27, MASS

For More Information Circle No. 338

per employee, so you see we are not dealing with trifles.

Paperwork costs are all controllable items. Concentrate on systems and procedures to alleviate the problem of paperwork management, preferably before it becomes a full-blown problem. This discussion is divided into two areas: (1) paper creation control or the birth control of office papers; and (2) paper handling and usage control or current files management.

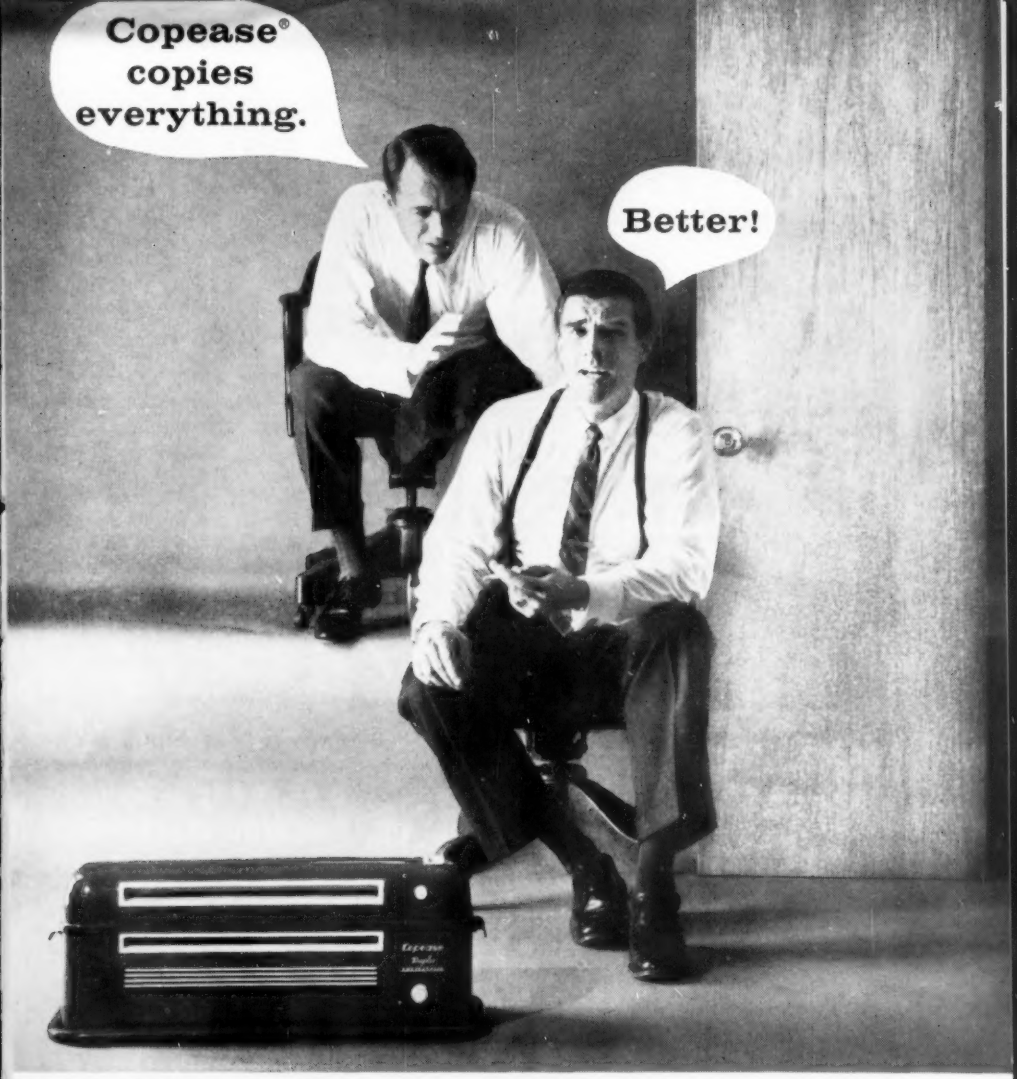
Resistance to change is usually less severe if initiated within an organization by its own personnel. Hence our recommendation is that each company establish its own paperwork management program tailored to fit its particular situation. The company paperwork manager, like the systems and procedures analyst, must be a master analyst, efficiency expert, teacher and salesman. The nature of the paper problem is such that it requires some form of overall company control and direction. Organizationally, the responsible office should be not more than one step removed from top management. Operational control is frequently delegated to the office methods analyst.

The basic elements of a paperwork management program are:

1. Control of office papers created.
2. Application of management techniques to handling office papers.
3. Functionally designed, easy-to-use filing systems and procedures.
4. Comprehensive protection and preservation of valuable papers.
5. Comprehensive storage and disposal schedules.

These elements must be built into one overall, integrated program. That doesn't mean you have to move in on all of them at once. It is better to wait and select the time and place to begin the assault. Do not let ideas spread faster than the ability to cope with them. Take one step at a time but get all you can in one step.

There are four essential steps in developing each program phase. First,



The low cost you're looking for—the superb quality only Copease can give you!

The bulk of your office paperwork copied at a single dial setting. All your paperwork copied, clear and distinct, in seconds. Copy typing, writing, and printing in any ink, pencil, crayon or duplicating process on any kind, color or size paper. There are no limitations with Copease for all your officework. Copease Photocopier is so easy to use it can be operated by anyone in seconds.

CONVINCE YOURSELF. MAIL COUPON FOR FREE OFFICE TRIAL. NO OBLIGATION WHATEVER.

Copease Copies Everything

COPEASE CORPORATION,
270 Park Avenue, N. Y., PLaza 3-6692 • BOX O-10
Other Offices: Chicago, 226 N. LaSalle Street, ANdover 3-6949
Los Angeles, 3563 Wilshire Blvd., DUnkirk 5-2881
Distributors in Principal Cities

Gentlemen: I'd like to have a free 3-day trial of Copease in our office ..... ☐
Please send me free literature ..... ☐

Name ..... Position .....
Firm Name .....
Address .....
City ..... State .....

For More Information Circle No. 215

SAVES & PROTECTS your STENCILS, OFFSET NEGATIVES & MASTERS

against { sticking and creasing / harmful oxidation / scratching damage / lost or wasted time

STOP AND THINK what a big investment you may have "filed" in messy piles, on hooks, etc. You're throwing away an average of $10.00 every time an original is lost or damaged!

With a low-cost, sturdy MIM-E-O Vertical FILE, you can prevent the waste of *hundreds of dollars a year!* Stencils, negatives and masters hang free from pressure . . . protected against damage . . . easy to file and find.

There's a MIM-E-O model to save and protect all types and sizes—capacities from 150 to 1400.

Write today for FREE Illustrated Brochure!

MIM-E-O STENCIL FILES CO.
1219-21 W. Chestnut St. • Chicago 22, Ill.

300 Distributors . . . coast-to-coast . . . to help you solve your stencil or offset filing problem.

For More Information Circle No. 377

place the program on a formal basis. This is accomplished through issuance of an authoritative directive by top management.

Second, make complete inventory of papers and procedures. This provides a picture of the current situation. Third, analyze the inventory data to determine corrective actions needed and controls to be established. New procedures will be installed. This last step in a training program: new methods, new systems and new procedures must be taught.

First we must have people with the ability to do the job. Determine what manpower you need and obtain the best talent available. Pay them in keeping with the quality of performance you expect. No system can be better than the people who use it.

Provide for time and motion studies, flow process charting, work simplification, procedural analysis, cost analysis, education and training. You need to know not only what a spark plug sells

You Don't Have To Be An Artist To Use A

VARiGRAPH LETTERING INSTRUMENT

130 Styles Of Lettering!

VARIGRAPH LETTERS TO EXACT SIZE TO FIT YOUR JOB

After only a few minutes of practice, anyone can do crisp, professional hand lettering with a Varigraph. All you do is move a stylus along the letters in a grooved templet. Work is always clearly visible. More than 600 variations in size and shape of letters may be produced from one templet—130 templets and lettering styles. Letter with either pen or pencil. Letter directly on paper offset plates. Varigraph is built to watchmakers' precision, and guaranteed to deliver a long life of service. It will pay for itself many times over in a short time.

For Complete Information Write Dept. 0-3

VARIGRAPH CO., Inc. • Madison 1, Wis.

For More Information Circle No. 378

for but what the invoice for it does and should cost you.

What do you want to accomplish? What are the facts about the problem? What are the solutions to the problem? Which will achieve our objectives with the least friction? What will it cost? From these answers, lay out a plan, test it out, sell it to the people involved and put it into effect. Then follow up to see that it works.

Directing a program is a privilege experienced only by those who are qualified. This is accomplished through procedural instructions and guidance. It is not ours to command; it is our job to convince, to get someone to do something about it.

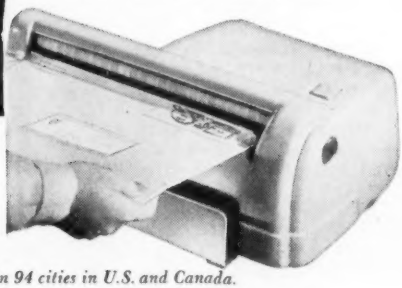
Coordination of paperwork management and other office operations is of prime importance. All employees, all departments and all management must

Many an early morning minute can be saved if incoming mail is opened faster—and distributed sooner. Adds up to a lot of time saved in a year!

• A PB MailOpener opens mail quicker, and neater, than anybody can by hand. This electric model shaves a hairline edge off envelopes—as fast as they can be fed—any size, thickness, kind of stock. Helps give every business day a headstart!

• There are three MailOpener models, hand or electric, for any office. Call the nearest PB office for a demonstration. Or send for free illustrated booklet.

FREE: *Handy desk or wall chart of postal rates with parcel post map and zone finder.*



PITNEY-BOWES

MAILOPENER

PITNEY-BOWES, INC.
3459 Walnut Street, Stamford, Conn.
. . . originators of the postage meter. . . . offices in 94 cities in U.S. and Canada.

For More Information Circle No. 284

For More Information Circle No. 334

work together in one coordinated, team effort. One person, one department, or one neglected phase can throw the wheels out of balance.

Controls must be established to determine how well a paperwork management program is functioning. Controls are valuable when based on standards of quality, quantity and costs; and properly used. Fair standards must be adherred to as guides for measuring efficiency.

These are the principles of paperwork management. Do they sound like a description of your own job? Now the big question is how can we do the job. Here are some specific suggestions.

In planning a program, take the longrange approach. Go after all the elements: forms, correspondence, reports, issuances, file plans, filing procedures, mail handling, telecommunications, office machines, clerical procedures and filing equipment. In each case concentrate on paperwork at its source—the procedure which necessitates creating or handling the paper.

There are several simple techniques to control the creation of unnecessary papers:

Do not log-in or out routine papers.

Transact official business by personal

"I think the coffee break will run into the lunch period."

Check the New

MODEL 500

A-DRESS-R

WITH
AUTOMATIC PLATE FEED

- Uses metal plates that change automatically
- Feed hopper capacity 150 plates.
- Prints thru a ribbon in consecutive or repeat impressions.
- Skipper provides for selective addressing.
- Makes clear carbon copies.
- Takes any size sheet up to 14" x 17".
- Speed up to 1200 I.P.H.
- Embossed plates only 5c each.
- 48 hour mail order service.

$98.50

Plus $5.91
Fed. Ex. Tax

NETTLE MANUFACTURING CO.

27 Huntington Ave. • Boston 16, Mass. •
Dealers in principal cities.

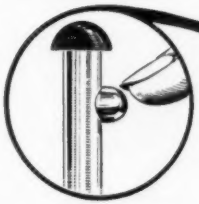
Send for Circular 'E'

For More Information Circle No. 363

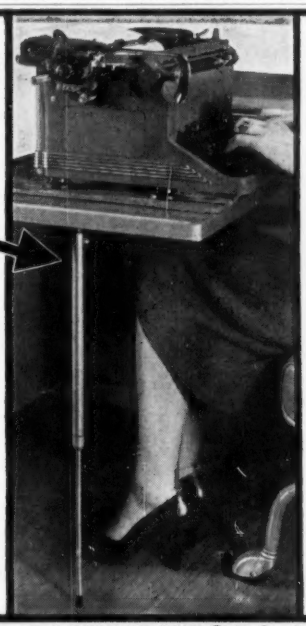
NEW

Jac-a-desk®

Has automatic push-button control



LOCKS AND RELEASES INSTANTLY
•
NO BALL-BEARINGS TO LOCK OR JAM
•
STEEL CENTER SHAFT
•
TESTED AT 400 LBS.
•
WEIGHS ONLY 4¾ OZ.



Keeps your typewriter platform firm

Turn out neat letters by letting Jac-a-desk take the skipping and piling out of your typing. Over 50,000 in use today. No clumsy locks or sharp edges to bump shins or snag nylons. Telescopes to fit desk drawer. Expands from 17"-31". $4.95. Liberal dealer discounts. Gonco Mfg. Co., 1259 S. La Brea Ave., Los Angeles 19, Calif.

QUALIFIED DISTRIBUTORS WANTED!

For More Information Circle No. 364

NOW!

LOWEST PRICED

(Complete)

ALL-PURPOSE

PHOTOCOPIER

CONTOURA®-CONSTAT® is the ideal photocopier for use in the office or as a *portable* copier carried like a briefcase right into the field. Gives you sharp, black-on-white, photo exact copies of correspondence, charts, diagrams, magazines, *bound book pages*—anything printed, written or drawn including pencil and all types and colors of ink . . . in *seconds* and for *pennies!* May be used with diazo process equipment. Write today for descriptive bulletin and name of your nearest distributor.

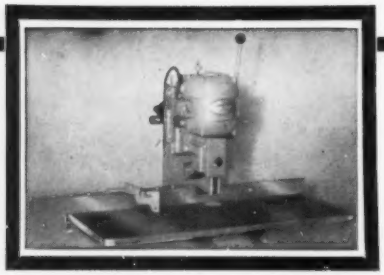
F. G. LUDWIG, INC.

868 COULTER STREET, OLD SAYBROOK, CONN.

SEE US AT BOOTH M-41
NATIONAL BUSINESS SHOW—OCTOBER 15-19

For More Information Circle No. 276

ELIMINATE COSTLY, TIME-CONSUMING "FARMING OUT"!



Anyone can operate a PIONEER PAPER DRILL. A production machine with such quick set-up that short runs are a special delight. The small investment is soon repaid and then goes on making money for you instead of someone else. You pay for a PIONEER whether you buy one or not. Accessories for cornering, slotting and slitting. Send for literature today.

PIONEER

1130 NEBRASKA • TOLEDO 7, OHIO

For More Information Circle No. 277

MP-Jr. streamlined

COIN CHANGER

OVER 5,000 IN USE TODAY

Makes change faster, more easily. Enhances beauty of bank. Sturdy aluminum with handsome grey hammertone finish. Removable tray with inside storage box. Capacity $125 — pennies through half-dollars. Size 8" x 10" x 6½". Weighs 9 lbs. Rubber feet protect counters. Trouble free. Guaranteed. **$63 plus tax.**

Write for descriptive catalogue and nearest dealer

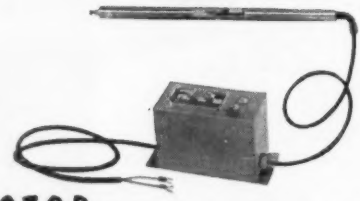
MP Modern Products...Moderate Prices

METAL PRODUCTS ENGINEERING, INC.

Dept. 0, 4000 Long Beach Ave., Los Angeles 58, Calif.

For More Information Circle No. 278

OFFSET DUPLICATOR USERS



STOP paper static electronically!

The Chapman Static Eliminator attaches easily to the Multilith 1250 or Davidson, and other duplicating and business office equipment . . . lowest-cost electrical static eliminator available. Approved by UL — completely safe. Cut waste . . eliminate delivery trouble . . . reduce offsetting . . save money. Write today for more information about the

CHAPMAN STATIC ELIMINATOR

manufactured for

Whitin Business Equipment Corporation
Whitinsville, Mass

For More Information Circle No. 279

A COMPARISON OF MODULAR AND CONVENTIONAL OFFICE FURNITURE

	Sq. Ft. of Floor Space	Sq. Ft. of Working Surface	*Price per Sq. Ft. of Working Surface	Savings
60"x30" Desk	27½	12½	$10.25	
"L" Modular Unit, 40" Desk	27	16½	10.35	33% more working surface in same floor space
"L" Modular Unit, 50" Desk	31	18½	9.60	50% more working surface in only 15% more floor space

	Sq. Ft. of Floor Space	Sq. Ft. of Working Surface	*Price per Sq. Ft. of Working Surface	Savings
2—60"x30" Desks	55	12½ per person	10.25	
"Z" Modular Unit, 40" Desk	45	12½ per person	11.04	19% saving in floor space
"Z" Modular Unit, 50" Desk	54	14½ per person	9.96	16% more working surface in same floor space

Based on 1955 furniture prices.

Courtesy NOFA Bulletin

A comparison of the floorspace required, and working area obtained, from modular and conventional desks. The chart was prepared by Edward A. Tyre, president of All-Makes Office Furniture Service, Chicago.

contact or use the telephone whenever practicable.

Avoid the use of letters of transmittal. Forms, reports, etc., which are to be forwarded should bear routing information as part of the document proper.

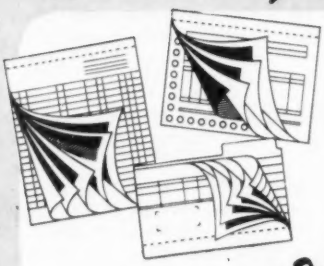
Do not request acknowledgement of receipt of documents forwarded unless security requires it.

Prepare single action papers for intra-company use in one copy only.

Prepare the minimum number of copies on all papers created. Prepara-

MANUFACTURERS - DESIGNERS

Business Forms and Systems



- Snap out & pull out forms
- Printed — lithographed pantograph checks
- Photo process systems: Ozalid, Bruning etc.
- Spirit — gelatin Hectograph Masters
- Complete payroll, bookkeeping, accounting forms for NCR, Burroughs, Underwood etc.
- Punching — notching for sorting systems
- Spot carbon — spot gum applications
- Pegboard — visible record — shingled forms
- Specially constructed forms

Manufacturers of Duplisette second-sheet and carbon sets

ANOTHER Blue Chip BUSINESS FORMS PRODUCT

CARTERET PRINTING COMPANY

The House of Unusual Forms

480 CANAL STREET • NEW YORK 13, N. Y. • WOrth 6-1454

MEMBER OF THE ROTARY FORMS PRINTERS GUILD

Request free FORM DESIGN PAD on your letterhead

For More Information Circle No. 261

MAC THE MAILMAN SAYS:

Speed Mailings, Save Money

EUREKA with

DUPLISNAP T.M.

Saves time! Saves money!

They're a snap to use!

- Duplisnaps are carbon interleaved. No carbons required! 33 perforated, gummed labels to a sheet. Each label (2 13/16" x 1") is large enough for a four line address.
- Saves hours of typing — 2, 3, 4, 5 or 6 labels can be typed in one operation.
- Labels typewriter-spaced for quick typing.
- Labels perfectly aligned. Once you co-arrange the top edge of a set with the aligning bar on typewriter no further adjusting needed.
- One quick "snap" removes carbons intact . . . no tedious and time-wasting hand separating is needed. No carbon smudges on labels!
- Each sheet in a set is numbered in sequence on bottom tab . . . simplifies sorting into groups which allows successive mailings to be sent out in an orderly sequence.

For complete details send for your free copy of "Speed Your Mailings" with free samples.

EUREKA SPECIALTY PRINTING CO.
518 ELECTRIC ST., SCRANTON 9, PA.

For More Information Circle No. 267

tion of other than an original and file copy of outgoing correspondence can rarely be justified.

Don't be an eager beaver about sending out tracer letters. Trust your correspondent to answer as soon as he can. If you know a delay in answering on your part is inevitable, notify your correspondent and advise him when to expect a reply.

Do not require negative reports. Assume that anything not reported is negative.

Whenever possible use a rubber stamp in lieu of creating an additional paper.

One office prepares no carbon copies of any document unless specifically requested to do so. Another restricts each executive to one file drawer. This discourages creation and retention of unnecessary items.

There are techniques to keep materials which must be retained for specified periods from being filed forever:

Set up a file plan which places papers

DON'T bother to investigate the REXON products listed below **UNLESS** you are really interested in improving the quality standards of your pressroom p-l-u-s substantial savings in costs.

"REXON" PRODUCTS
A complete line of small press supplies offered and backed by forty years of experience.

"REXON" PLATES and CHEMICALS
4 types — maximum fidelity of reproduction — long runs with a minimum of cost.

"REXON" BLANKET
Sharpest impressions — Long life — Attractively priced — developed especially for the small press by the manufacturer of the first offset press blanket.

INKS—(GBW)
Black and colors — quality controlled for quality reproductions.

Catalog on Request

William Recht Co., Inc.
50 Church Street, New York 7, N. Y.
Telephone COrtlandt 7-8395

For More Information Circle No. 268

close to the points where they are used. Prescribe where each file will be located physically and the functional type papers to be filed therein. This will eliminate duplication of files.

Prescribe filing systems which facilitate both use and disposal of filed material. Each separate filing segment may have its own best filing arrangement.

Evaluate every paper filed to determine its retention value or establish its life expectancy. File the materials by retention groups so that entire folders can be withdrawn and destroyed at the earliest feasible date. Three procedures will accomplish this:

1. Periodically cut-off (terminate) each file. Stop filing in one block and start a new block. This is an application of the old adage "divide and conquer." It keeps files in small manageable segments.

2. Establish a transitory file. Prepare a folder for each file drawer, each subject category or other subdivision of the file. All materials disposable within 90 days, regardless of classification, are filed therein. This should take care of a lot of papers. The transitory folder is withdrawn each 90 days, stashed at the back of the drawer for 90 days more, then destroyed.

3. Segregate filed material by retention periods. All papers are not of equal value nor should they all be retained for equal periods. At the time of initial filing, separate items on a folder basis by retention periods. At the end of the retention period, folder and contents are withdrawn and destroyed. This eliminates any need for future screening as well as indiscriminate retention of useless papers.

A comprehensive storage and disposal schedule will provide for cut-off files to be moved out of costly office space and expensive file containers as soon as use of the files has subsided. You can save up to 90% on file storage costs by placing inactive files in warehouse space in storage file cartons.

Now lets look at some other money-

Have You Heard About . . Have You Seen

CONVOY "Chem-Board"*

RIGID, PERMANENT, INEXPENSIVE

record storage FILES

Chem-Board Storage Files are permanent. They cost and weigh about 50% less than steel; cost less than some corrugated paper files. They're shipped assembled, ready for use.

NOW—smooth, staple-free fronts make them suitable even for "front-office" use.

Available in letter, legal, check, deposit slip, tab card and many other sizes.

*CHEM-BOARD IS RIGIDIZED CORRUGATED BOARD PROCESSED TO REMARKABLE STRENGTH.

CONVOY, Inc.

Station B, Box 216-H
CANTON 6, OHIO

For More Information Circle No. 274

INDIVIDUAL LETTERS with

ROBOTYPER

in Quantity
Automatically!

For information write

ROBOTYPER CORPORATION

125 E. Allen Street • Hendersonville, N. C.

For More Information Circle No. 275

THIS TRADE MARK STANDS FOR

Precision

•

SPECIALIZING IN

Cutting and Edging Typewriter Ribbon Fabrics

•

Cotton and Silk Nylon Fused

WIDTHS ACCURATE
ALL WORK GUARANTEED

•

Prompt Service

TEXTILE CUTTING CORP.

178 FIFTH AVENUE
HAWTHORNE, N. J.

For More Information Circle No. 281

saving procedures in handling paperwork. In the correspondence field, use form letters whenever appropriate. Develop a series of guide letters for answering routine repetitive correspondence. This permits the typist to answer a lot of letters which are referred direct from the mail desk with no intermediate handling. Use colored onionskin for the file copy to aid distribution and eliminate routing instructions.

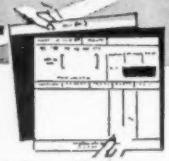
Delegate authority to sign routine correspondence to designated offices.

Use window envelopes for outgoing letters to save a typing operation.

Where multiple copies are required, investigate the use of manifold interleaved carbon sets.

Set up a quality control system which restricts review, verification and rewrite

NOW TURN LOST ORDERS INTO PROFIT



Join the scores of Printers, Stationers and Business Forms Agencies that are now enjoying profits with G.M.F. Lithographed Snap-I-Sets.
We do not sell direct — only through authorized dealers. Snap-I-Sets carry your imprint, they are shipped in your name and invoiced direct to you.
Every quotation is confidential and competitive regardless of your territory.
Snap-I-Set one-time carbon forms for invoicing, purchasing shipping orders and-scores of other key operations are sweeping the country.
Use our specialized printing services to help you turn those lost orders into profits. **Write today for samples and the G.M.F. dealer plan.**

GENERAL MULTI FORMS SALES COMPANY
P. O. Box 1094
2020 Jo Johnston Ave. Nashville 4, Tenn.

For More Information Circle No. 283

jobs to those which are necessary.

There's big money in forms control. Uncontrolled forms and poorly designed forms take a big bite out of company profits. Consolidate related forms and eliminate unnecessary ones.

The same is true of reports. Many are not worth their cost. Eliminate duplication, decrease the frequency of reports, end unnecessary reports, and assure that those prepared provide adequate and timely data.

Issue simple, adequate printed instructions in manual form which follow established standards as to the number of series to be issued, scope of each, format, preparation, distribution and maintenance. Distribute all instructions on a need-to-know basis. Prescribe the location of manual files and tell what issuances will be maintained at each location.

Study filing operations. Know what it costs to put a piece of paper in a file and how long it takes to find it later. Know creation costs, handling costs, and storage costs for papers. Do not fasten materials at the time of initial filing; drop materials in the folder loosely. Over 80% of all papers filed are never used again so binding them wastes time, file fasteners and filing space.

Reduce the percentage of papers kept permanently and shorten the retention periods for others. A good slogan is, "No filing—no costs." Those carbon copies can eat up a lot of valuable space and time.

Handle incoming mail quickly and

NOW . . . offered to *you* for the first time!

"MANUAL OF MODERN PLASTIC AND LOOSE LEAF BINDING."

This handsome, elaborate Manual—colorfully GBC plastic bound—has been months in preparation and is one of the most expensive and idea stimulating books ever offered for selected distribution. Illustrates the many advantages of the modern GBC Binding System . . . increased efficiencies . . . savings in time and money . . . greater prestige, readership, and life for catalogs, reports and presentations. Pages lie flat—turn easily. You and your staff will want to examine this informative manual.

Send for your FREE copy today. Supply is limited.

General Binding Corporation
812 W. Belmont Ave., Dept. 0-10, Chicago 14, Ill.

For More Information Circle No. 272

COTTERMAN TUBULAR WELDED STEEL SAFETY LADDERS
For Filing Rooms, Stock Rooms, Vaults. Strong—Easy to Move, Easy to Climb.

Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 13 heights — 4 widths. Send for Circular 56-0 and prices.

I. D. COTTERMAN, Mfr.
4535 N. Ravenswood Ave.
Chicago 40, Ill.

For More Information Circle No. 273

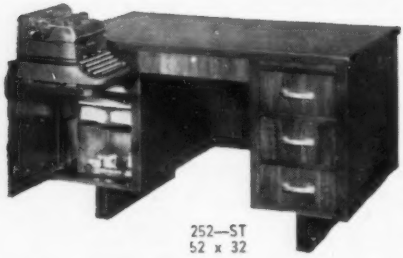
NUMBERING THRU CARBON SNAP-OUTS?

Force Paragon Model IC automatic numbering machine developed with an eye to efficiency and flexibility for use with carbon snap-out forms. It features a hard rubber impression bed and a rubber base to contain noise. The Paragon is equipped with 7 sharpfaced 3/16-inch Gothic figure wheels. It numbers consecutively duplicate and repeat. Guaranteed to go thru 6 to 8 carbon copies with ease.

FORCE WESTERN, Inc.
216 W. Jackson Blvd., Chicago 6, Ill.

For More Information Circle No. 357

SPACE SAVER
Secra-type
by WORDEN of HOLLAND



252—ST
52 x 32

A complete line of commercial type office desks, chairs, and leather upholstered furniture.

Write for catalog and details.

the WORDEN company
HOLLAND MICHIGAN

For More Information Circle No. 358

All you need is a little pull

Want to keep things together—letters, documents, canceled checks—any papers? All you need is a Schlegel Pull Fastener.

A pull fastener is a narrow band of strong cloth looped through a tiny metal ring. Slip whatever you want to keep together through the loop, pull one of the loop ends, and the noose slips tight. It never loses its firm grip till you pull the other end.

You will like pull fasteners when you see how well they work, how you can use them again and again.

Order some from your stationer or write us direct for a sample, prices, and a list of the 14 sizes.

Schlegel MANUFACTURING COMPANY
Rochester 7, N. Y.
Oakville, Ont., Can.

Industrial Textiles Since 1885

For More Information Circle No. 359

J.A. HEINRICH
DANKERS
HAMBURG 11
GERMANY (Western Zone) establ. 1905

PARTS
PLATENS
TOOLS

ACCESSORIES

for all office machines

For More Information Circle No. 360

efficiently. Get it to the action desks as directly as possible with the least analyzing. Do not timestamp or set up suspense control except for really important items.

Make better use of intercommunications. Call in specialists from the various services to evaluate your usage and practices. Telecommunications to areas inside and outside your premises offer enormous possibilities in saving time and reducing the volume of paperwork.

Become a specialist in the field of office machines. Convert clerical operations to mechanical processing if demonstrated savings are produced. You must be thoroughly grounded in equipment knowledge before you can say no to an expensive machine. Learn from the supply and equipment salesmen but establish your own standards of performance and quality.

Control filing equipment and supplies. Select each to do a specific job yet permit maximum space utilization. Consider open-shelf filing as a space economy step for selected files. It provides twice the file space at one-third the cost of file cabinets. Just be sure that the supplies and equipment provided meet, but do not exceed, the quality and quantity demanded by the material filed.

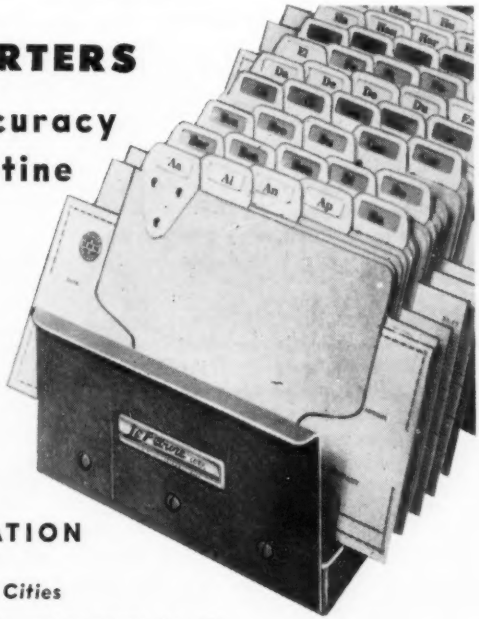
Don't overlook the field of document reproduction control. Use of a reproduction device where need exists is economy, and reproduction control gets right at the roots of the paper problem —the creation of office papers.

In conclusion, let me re-emphasize that office papers and office procedures are definitely interdependent. Paperwork managers, systems and procedures analysts must realize that both paperwork and procedures can be improved through successful development of the respective functions. Often the success of a procedure depends upon the effectiveness of the paper form designed for it. In turn, paper forms are intended to implement the procedures involved.

LeFebure SORTERS

Add Speed and Accuracy to Your Office Routine

LeFebure sorters are available in eleven stock sizes, or any special size to meet your sorting requirements. Special lengths, guide sizes, and indexing arrangement are a LeFebure specialty. Why fit your job to a sorter . . . when it is much easier and more practical to let us supply a sorter to fit *your* sorting needs!



LeFebure CORPORATION
CEDAR RAPIDS, IOWA
Representatives in Most Principal Cities

For More Information Circle No. 271

NEWS of the Office

NIGP Conference

The 11th Annual Conference and Products Exhibit of the National Institute of Governmental Purchasing will be held at the Conrad Hilton Hotel, Chicago, Oct. 14-17. This year there will be delegations from foreign countries and a special evening session will be devoted to Canadian procurement problems for Canadian registrants. Over a hundred companies will show their products. The complete program and registration data can be held from Albert H. Hall, 1001 Connecticut Ave., N.W., Washington 6, D. C.

Western Computer Conference

The Western Joint Computer Conference will be held Feb. 26-28, 1957, in the Statler Hotel, Los Angeles. Papers for presentation at the conference on recent developments in components, systems and applications of analogue and digital computers, will be considered. Minimum 500-word summaries (or the complete paper) should be submitted by Oct. 15 to Louis G. Walters, Aeronutronic Systems, Inc., 1234 Air Way Drive, Glendale 1, Calif.

Automatic Data Logging

A series of 12 papers evaluating Automatic Data Logging Systems from the viewpoints of management, labor, production and finance will be presented at a two-day symposium in Philadelphia, Nov. 7-8, in conjunction with an equipment exhibit at the Bellevue-Stratford Hotel. The symposium is sponsored by the Philadelphia section of the Instrument Society of America. Information from Horace Richter, Fisher & Porter Co., 29 Bala Ave., Bala-Cynwyd, Pa.

Midwest Filing Conference

The 25th Annual Mid-West Filing Conference, sponsored by Record Controls, Inc., will be held at the Edgewater Beach Hotel, Oct. 5. This silver anniversary meeting will be presided over by Bertha M. Weeks, director of Record Controls and nationally known authority on records management. Round table discussions will cover various phases of file supervision and management. A limited number of exhibits of new devices and supplies applicable to records departments will be shown by manufacturers.

Electronics Institute

The third Institute on Electronics in Management at American University is scheduled for Nov. 12-16, Dr. Lowell Hattery, director, announced. The institute will review and analyze the management potential and problems in the development of automatic systems, especially data processing systems. Sessions will be held from 9 a.m. to 4:30 p.m. at 1901 F St., N.W., Washington, D.C. Fee is $90.

Heads Controllership Foundation

Harold A. Ketchum, financial vice president, Federal Pacific Electric Company, Newark, N. J., was elected president of Controllership Foundation, Inc., research arm of Controllers Institute of America. He succeeds J. McCall Hughes, vice president and controller, Mutual of New York.

BISI Meets in Pittsburgh

The Basic Iron & Steel Industry Committee of the Systems & Procedures Assn. of America will hold their quarterly meeting at the Roosevelt Hotel, Pittsburgh, Nov. 15-16. The program to be

PRECISION LAYOUTS . . made AUTOMATICALLY

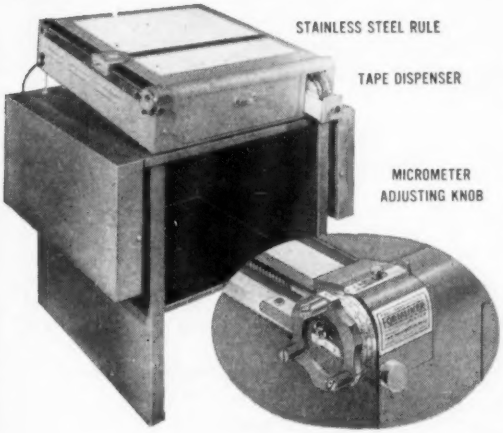
intervals of measure- **1/100th Inch**
1/72nd Inch
1/64th Inch

A flick of the wrist for perfect synchronization with Pica or Elite typewriter, I.B.M. Vari-type or Printer's Measure.

$395
With Square Top
With Rotary Top
$75 extra

PRECISION FORM-LINER

Perfect Plate & Negative Ruling.. Layouts, Stripping & Registering...



JUST WHAT YOU HAVE BEEN LOOKING FOR,

Here is a precision machine for making your ruled forms, charts and layout work for your duplicator and smaller offset presses.

Easy to operate, calibrated for all typewriter, varitype and printer's measurements. Will handle copy and negatives up to 24"x24" and is equipped with a rotary holder to rotate copy or negative without removing from illuminated viewing glass. This is the first machine of its kind offered to the office field, and so reasonably priced. $395.00 with 24" square top. A precision, all metal instrument, streamline design with modern trend in office machine styling.

For More Information Circle No. 384

CONSOLIDATED INTERNATIONAL EQUIPMENT AND SUPPLY COMPANY

1112 N. HOMAN AVE. • CHICAGO 51, ILLINOIS • Phone BRunswick 8-4000

330 W. 26th ST. NEW YORK 1, N. Y. PHONE ALGONQUIN 5-4950 • 1430 VENICE BLVD. LOS ANGELES 6, CAL. PHONE RICHMOND 8-3806 • 1190 BENNINGTON ST. EAST BOSTON 28, MASS. PHONE EAST BOSTON 7-2921 • 24 MARKET ST. SAN FRANCISCO 11, CAL. PHONE EXBROOK 7-1521 •

Announcing REVOLUTIONARY

INKLESS MIMEOGRAPHING

ON ANY STANDARD MACHINE

AMAZING

DIAGRAPHY®

STENCIL DUPLICATING COMPOUND

MAKES MIMEOGRAPHING THE WORLD'S CLEANEST DUPLICATING PROCESS!

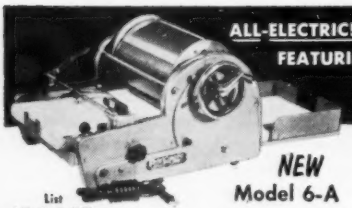
DIAGRAPHY does away with all the mess of old-fashioned, oily, sticky *black* ink! Like magic this marvelous, smooth creamy liquid . . . pastel green . . . yet colorless as a hand lotion, prints sharp, clean BLACK copies. Drip-proof can further enhances cleanliness.

WATCH FOR DIAGRAPHY IN YOUR CITY

- Looks like hand lotion
- Handles like duplicating ink
- Prints BLACK, *like magic*
- Won't stain hands, nails, or clothing — washes out with soap and water
- Won't offset, blur or fade
- Works without change to your duplicating equipment

ALL-ELECTRIC! GREATEST VALUES IN THE WORLD!

FEATURING COMPLETELY AUTOMATIC "POWER-TOUCH"



NEW
Model 6-A

List $139.50 Plus F.E.T.

PRINT-O-MATIC

Model 6-A Electric Mimeograph Stencil DUPLICATOR

- Internal semi-automatic inking.
- Automatic roller release.
- From post card to legal size.
- *New added feature!* Variable speed control from 20 to 120 copies per minute.

NEW
Model FH-5

List $159.50 Plus F.E.T.

FOLD-O-MATIC

Model FH-5 Desk Model ELECTRIC FOLDING MACHINE

- New, lower price! Ball bearings and self-lubricating bronze bearing throughout.
- New feed mechanism.
- No gears. Larger Universal motor.
- New paper stacking device.

If you missed the "MIRACLE OF DIAGRAPHY" demonstrated at the convention—WRITE TODAY FOR FULL DETAILS

PRINT-O-MATIC CO., INC.

724 W. WASHINGTON BLVD. • CHICAGO 6, ILLINOIS

For More Information Circle No. 214

PHONE ALGONQUIN 5-4950 PHONE RICHMOND 8-3806 PHONE EAST BOSTON 7-2921
24 MARKET ST. SAN FRANCISCO 11, CAL. PHONE EXBROOK 7-1521

discussed will be Purchasing and Stores Warehousing.

Wins Check Design Award

The newly-designed check of Champion Envelope Mfg. Co., New York, was selected for honorable mention in the Check of the Month awards made by Todd Co.

TIMS Annual Meeting

Program details for the third annual international meeting of the Institute of Management Sciences were announced by George Kozmetsky, program chairman. The two-day meeting at the Hotel Statler, Los Angeles, Oct. 18-19, will include technical paper presentations by outstanding individuals from leading American universities and industrial concerns as well as representatives from industries of at least one European country. Theme of the conference "Management Sciences—a Progress Report" was announced earlier by TIMS' president, Gifford H. Symonds. A copy of the program and registration data can be had from Crosby M. Kelly, Litton Industries, 366 N. Foothill Rd., Beverly Hills, Calif.

NOMA Conference Chairman

Howard J. Mackin, American Calculating & Typing Service, Los Angeles, was named 1957 national chairman of the International Conference and Exposition Committee by National Office Management Assn. The conference and exposition will be held May 12-16 at Los Angeles. The appointment was announced by Floyd Guillot, NOMA's international president.

211 Pass CPS Examination

The National Secretaries Assn. (International) announced that there are now 983 Certified Professional Secretaries in the U. S. This new national total was reached when 211 secretaries passed the sixth annual CPS examination. The next examination will be given May 3-4, 1957. Deadline for applications is Dec. 15. Applications can be had from National Secretaries Assn. (International), 222 West 11th St., Kansas City 5, Mo.

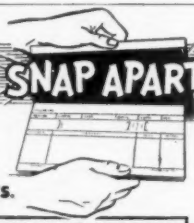
AMA Office Conference in New York, October 15-17

SAVINGS AND SERVICE, throughout the office and the company, are the twin themes of the annual office management conference of American Management Assn., to be held in the Sheraton-Astor Hotel, New York, Oct. 15-17. The opening speaker on Monday morning will be Kelly Y. Siddall, administrative vice president, Procter & Gamble Co., who will describe the new dimensions in office management. The other speaker that morning will be Thomas M. Cox Jr., manager of office methods and procedures for

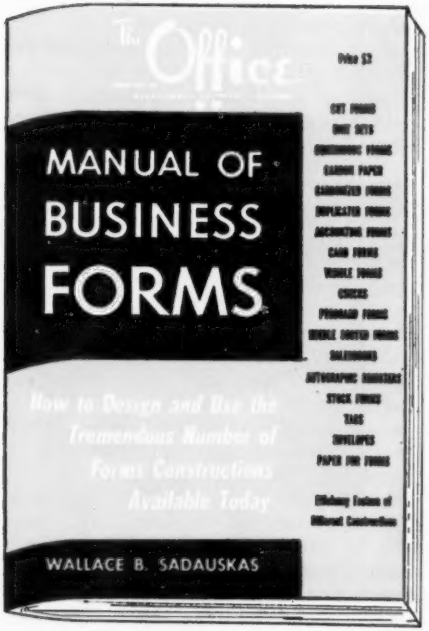
HEARD THE NEWS?
NOW CALL ALLEN FOR ALL YOUR
INKED RIBBON & CARBON PAPER NEEDS

Want the best deal you ever dreamed of — on Allen's famous low-price high quality products? Call now for samples, prices, information — get started with Allen's top PROFIT-PRODUCING service at once! CALL BE 3-2255 or write:

ALLEN & COMPANY
MANUFACTURERS • A DIVISION OF DIXON CARBON & RIBBON CORP.
11-13 VANDEWATER STREET, NEW YORK 38, N. Y.
For More Information Circle No. 322

ONE-TIME SNAP APART CARBON FORMS

Increase Efficiency, Reduce Costs — Sold only through our Dealers.
DEALERS: Liberal Discounts — Delivery you can depend on. All forms carry YOUR imprint. No inventory, equipment, shipping or warehouse costs. Write TODAY to New Dealer, Dept. 1, 1600 E. 26th St., Little Rock, Arkansas
INTERNATIONAL BUSINESS FORMS
INCORPORATED
FORMERLY ARK-N-SETS, INC.
1600 E. 26TH STREET • LITTLE ROCK, ARKANSAS
For More Information Circle No. 323

a guide to office executives and purchasing agents



THE ONLY OBJECTIVE WORK ON THE SUBJECT. For the first time, all the tremendous number of available forms constructions are described in a manner which allows the reader to select the best type for a particular business system. Time studies of forms processing operations are reduced to efficiency factor figures in easy-to-read charts which pinpoint the basic advantages and disadvantages of each type of construction. In addition, there are chapters on carbon paper, tags, envelopes and paper. Other chapters thoroughly cover duplicated forms, checks, pegboard forms, autographic registers, stock forms, manifold books, and many others. The Manual includes many pages of informative advertising, providing a wide range of sources for the reader to use in selecting forms manufacturers and suppliers.

Since its appearance last year, this book has become accepted as the definitive and most helpful work ever published on the design and use of forms.

MANUAL OF
BUSINESS FORMS
$2 a copy postpaid
in U.S.

OFFICE PUBLICATIONS COMPANY

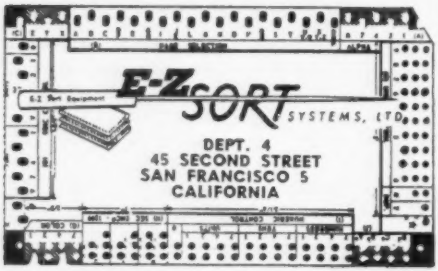
232 MADISON AVE. NEW YORK 16

It's As Simple As

To FIND FACTS FASTER with the NEW, MORE EFFICIENT Edge Punched Card Structures

- ***At Less COST***
- ***Less CODING***
- ***Less GROOVING***
- ***Less SORTING***
- ***Less HANDLING***

MANUFACTURING • BUSINESS
SCIENCE • EDUCATION
ALL CAN SAVE MONEY — SAVE TIME — SAVE EFFORT WITH AN E-Z SORT SYSTEM.



SOLE MANUFACTURERS OF E-Z SORT SYSTEMS
THE MOST EFFICIENT MARGINALLY PUNCHED CARDS.

For More Information Circle No. 308

Owens-Illinois, and his subject will be Office Investments—Are They Justified?

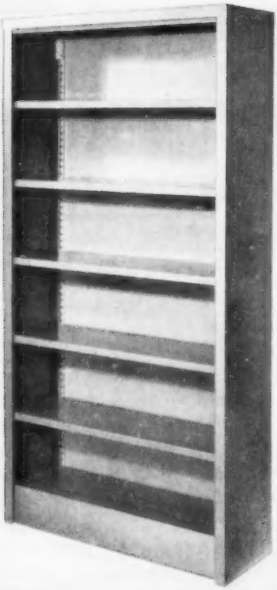
The afternoon of Oct. 15 will be devoted to three branches of paperwork control: forms control, analysis and measurement, and records. The speakers: Kenneth A. Taylor, Metallurgical Products Dept., General Electric Co.; Profs. Wallace J. Richardson and Robert E. Heiland of Lehigh University; and James N. Flanagan, Monsanto Chemical Co.

Administrative automation at Sylvania Electric Products, Inc., will be described on the morning of Oct. 16. Lee C. Guest Jr., Sylvania's controller, will cover the management planning they did before automation; Edgar G. Dunn, manager of Sylvania's data processing center, will show how administrative automation works with the company's decentralized activities; and operations planning will be the subject presented by James D. Gallagher, their data processing center's planning manager.

After luncheon on Tuesday, representatives of 18 companies which have pioneered in automatic data processing applications will report on data usage.

On the third day of the conference, Oct. 17, office services will be discussed by Thomas H. McDonough of H. J. Heinz Co. Dr. Keith Davis of Indiana University, will tell how to make constructive use of the office grapevine. Employee Roundup—Western Style is the subject of the morning's last speaker, J. L. Wilcox of Western Union Telegraph Co. The luncheon speaker on this final day will be Roger Hull of Mutual Life Insurance Co. of New York. There will be exhibits of office practices and materials by the Department of the Navy, Merck & Co., and Western Union Telegraph Co., during the conference.

Full conference registration for nonmembers is $45 and includes Tuesday's and Wednesday's luncheons. Complete details can be had from Robert M. Gleason, office management division manager, American Management Assn., 1515 Broadway, New York 36.



NEW! Jasin STEEL SHELF CASES

built right — priced right — attractive — durable

For every office need . . . Jasin, the finest steel shelf case available. Compare these features and see how Jasin excels:

- Instant spacing of shelves with Jasin finger-tip control.
- Adjustments at 1" intervals . . . exactly where you want them.
- Smooth 20 ga. steel cabinet. Shelves are 18 ga.
- Smartly finished . . . no unsightly weld marks, no exposed bolts or other fastening devices, no exposed edges.
- Completely enclosed back for extra protection and finished appearance.
- Superior strength and rigidity. No swaying or sagging.
- Available in two widths, 30" and 36", and 5 heights, 30"—36"—48"—60" and 72".
- Three beautiful popular colors, baked on enamel. Persian Grey, Alpine Green, Mojave Sand.

Ideal for Vertical Filing

Saves space, time, money. Jasin cases with Slip-On dividers are convenient, economical.

Snap-Adjust Shelves

Easiest, most convenient adjustment. No tools or loose parts to handle.

Write for
FREE BOOKLET

JASIN MANUFACTURING CO.
U.S. 31 at Michigan Ave. • So. Haven, Mich.

For More Information Circle No. 237

STOP *guessing* – START *saving*

- Chronologically records actual on-and-off time by duration.
- Gives absolute time-study data per operation.
- Establishes true cost accounting.
- Permits supervision of parts replacement, repairs, maintenance.
- Gives total operating time of machine, feed or belt-line.
- Allows ability to anticipate equipment servicing.

$55

TIME RECORDER + TOTALIZER

TR+T records on continuous 4-month tape. Uses no ink. No maintenance. Thousands in use in large and small plants.

Now get complete, accurate, documented production data on any machine, process, operation. Eliminates costly, inaccurate spotchecks, time studies.

Write for Brochure "J-10"

STANDARD INSTRUMENT CORP. 657 BROADWAY
Division of HEAT-TIMER CORPORATION New York 12, N.Y.

STANDARD INSTRUMENT

For More Information Circle No. 238

Substantially Reduces

NOISE

of Keyboard Graphotypes

SOUNTROL Noise Reducing Hoods, the result of many years' research by acoustic engineers, protect workers from tiring noise—increase production and work accuracy. Your Graphotypes can be relocated for better work flow when noise is eliminated and machine's appearance is improved. SOUNTROL Noise Reducing Hoods do not increase floorspace, retard ventilation nor interfere with machine servicing. Write for full information today!

JARDIN ASSOCIATES, INC.
75 Maiden Lane, New York 7, N.Y.

For More Information Circle No. 184

A LIGHT TOUCH
makes
NEAT ERASURES
with a
RUSH-
-FYBRGLASS
ERASER

No slip sheet needed between carbon and copy. No erasing shield – the Rush Eraser is less than one character thick. In beautiful, life-time plastic case, handy to use as a pencil, with long-lasting propel-repel refills.

Order from your dealer or send 50¢ and dealer's name.

THE ERASER CO., INC.
1068 S. Clinton St., Syracuse 4, N. Y.

For More Information Circle No. 186

NO RUBBER FINGERS!
NO MESSY SPONGES!

NOW! HANDLE PAPERS FASTER with amazing

SORTKWIK

Greaseless . . . Stainless . . . Convenient
Creates tacky film on fingers . . . makes paper handling easier, faster, cleaner. At your stationer or send $1.00 for TRIAL OFFER of two full size containers . . . TODAY!

LEE PRODUCTS CO.
2736 LYNDALE AVE. SO., MINNEAPOLIS 8, MINN.

For More Information Circle No. 185

Don't drop that screw!

Hold it with an H.J.J. Screw-holding Driver

Sizes to handle from #0 to #¼" screws

THE H.J.J. CO.
268 Marlow Drive
OAKLAND 5, CALIF.

For More Information Circle No. 213

11th Annual NBFA Convention

(Continued from page 131)

Due to increasing interest in automatic data processing methods, two nationally known companies will present and demonstrate their equipment being used for data processing transmissions. Commercial Controls Corp. will demonstrate their Flexowriter and Justowriter and also cover business forms applications. The principal speaker for Commercial Controls will be Henry J. Lindsay, advertising and sales promotion manager, who is also their director of sales training. Other personnel from Commercial Controls will be in attendance.

American Telephone & Telegraph Co. will present and demonstrate the Teletypewriter and Bell IDP System. This presentation will be conducted by H. I. Flocken, communications engineer.

Officers of National Business Forms Associates are, W. R. Harris, Washington, D. C., president; Fred D. Ferguson, Buffalo, N. Y., vice president; F. J. Ring, Fort Lauderdale, Fla., secretary-treasurer. On the board of directors are Royal Flesh, St. Louis; Phillip Lehman, Baltimore; Ray Arnell, Minneapolis; Don Barr, Mansfield, Ohio; James Head Jr., Birmingham, Ala. and E. W. Fireoved, Philadelphia. Complete information regarding the organization and its 11th annual conference can be had from F. J. Ring, 207 East Broward Blvd., Fort Lauderdale, Fla.

For More Information Circle No. 259

NEWS of the Industry

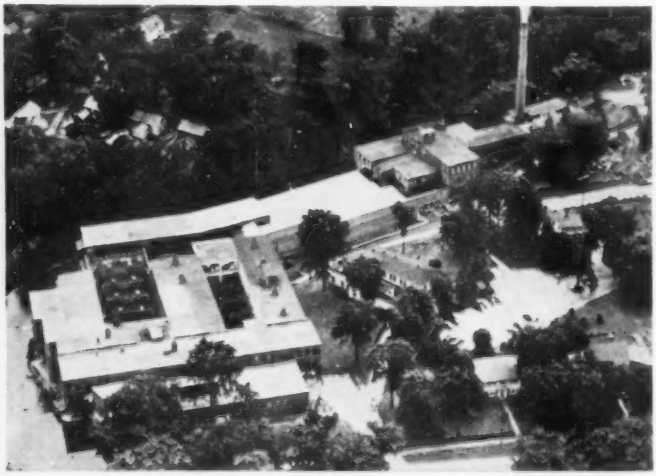
Crane Acquires Byron Weston

Arrangements were completed for the purchase by Crane & Co., Dalton, Mass., of all outstanding stock in Byron Weston Co., also of Dalton. Bruce Crane, president of Crane & Co., and Robert Crane, president of Byron Weston Co., emphasized that Byron Weston Co. would continue to operate as a separate corporate entity under its present name. No change in management or policy is contemplated and Byron Weston Co. will continue to manufacture and distribute independently its long-established lines of permanent record paper and rag content bond papers, ledger papers, index bristols and related specialties. Crane & Co. was founded in 1801 by Zenas Crane. Byron Weston founded the company bearing his name in 1863. Crane & Co. makes 100% rag papers exclusively. It is also widely known as a maker of currency papers.

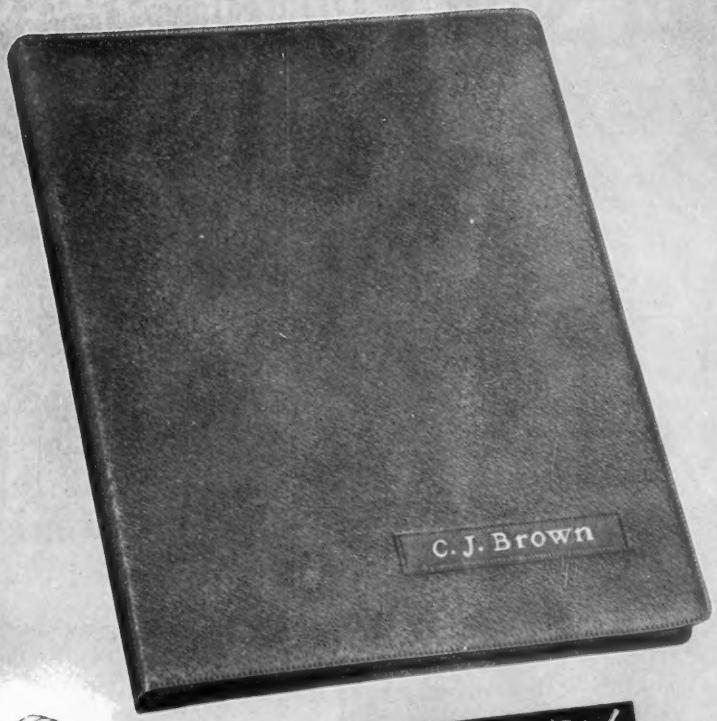
Marchant Executives

Walter Kassebohm

Walter Kassebohm, for almost two decades a senior manufacturing executive of Marchant Calculators, Inc., was named to the newly created post of executive vice president-operations, it was announced by Edgar B. Jessup, president. Mr. Kassebohm heads up all operations of the two Marchant plants in Oakland, Calif.; Marchant Rechenmaschinen GmbH, in West Germany; and Marchant Research, Inc., affiliated company in the electronic computer and data processing systems field. He is president of Marchant Research, Inc. In announcing the appointment, Mr.



Mills of Byron Weston Co. at Dalton, Mass. The firm has been acquired by Crane & Co.



SMEAD'S KLEER-PAK BINDER

use for sales presentation or as a personal file

A place for clippings, photos, pedigree papers, testimonial letters . . . a file every businessman can use. No metal rings or fasteners to punch through cover . . . Something new—a flexible plastic ring that holds plastic leaves in perfect alignment. Cover is hand rubbed, pure vinyl in brown pigskin or tan rodeo grains.

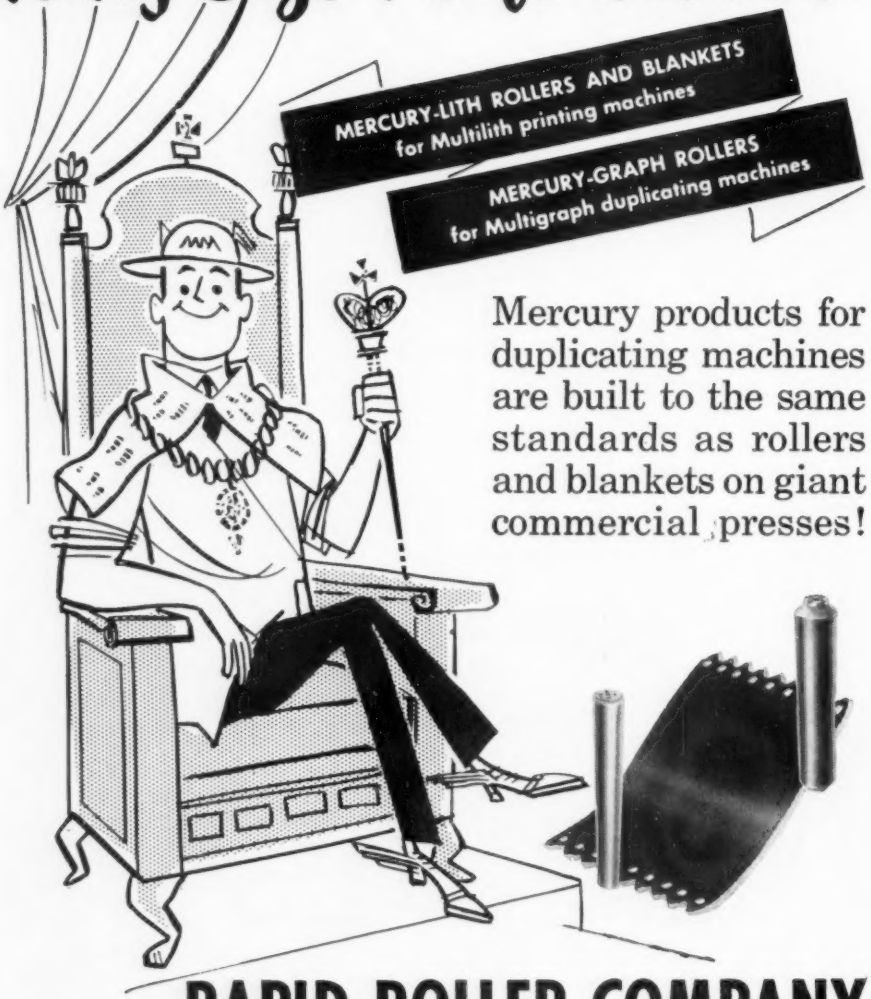
Ready for personalization

see your local stationer

SMEAD MANUFACTURING CO., INC., HASTINGS, MINN. - LOGAN, OHIO

For More Information Circle No. 418

King Size Performance!



Mercury products for duplicating machines are built to the same standards as rollers and blankets on giant commercial presses!

RAPID ROLLER COMPANY

MAIN OFFICE AND FACTORY: FEDERAL AT 26th STREET • CHICAGO 16, ILL.

EASTERN SALES OFFICE: 800 McCARTER HIGHWAY • NEWARK 5, N. J.

IMPORTANT: There Are NO OTHER Rapid Roller Company Branches or Factories

For More Information Circle No. 196

Jessup said: "Establishment of this new top-level post is a reflection of Marchant's policy of broadening executive responsibility in line with and to further our company's growth, expansion and progress."

Rembert J. Dohm

Rembert J. Dohm was appointed export manager of Marchant Calculators, Inc., it was announced by Wesley E. Jenkins, vice president and general sales manager. Mr. Dohm comes to Marchant from the Remington Rand Div., Sperry Rand Corp., where he held the position of export sales manager of the systems department. He was in charge of sales, sales promotion and advertising throughout the world. As Marchant's export manager, he will direct the company's entire overseas sales and sales promotion program.

Heads Davidson Corp.

Harry C. Anderson

Martin M. Reed, president, Mergenthaler Linotype Co., announced the election of Harry C. Anderson to the presidency of Davidson Corp., Brooklyn, N. Y., a Mergenthaler subsidiary. Mr. Anderson was formerly associated with A. B. Dick Co. as vice president in charge of sales and as an independent distributor in the Metropolitan New York area. W. W. Davidson Jr., executive vice president, continues in his present capacity.

Paper for Carbonless Forms

Old Town Corp. obtained the American license to make a paper which creates copies without using carbon paper. When impressed, a change in the paper's surface structure produces a duplicate of copy written on the original sheet which is not treated. Copies can be in any combination of eight colors and black; will not fade in sunlight nor stain the user's hands. E. L. Tabat, Old Town executive vice president, made arrangements with the originator of the process, Molineus & Co., Duseldorf, Germany, according to James H. McGraw Jr., Old Town board chairman, who said the paper will be available here probably early next year.

Felt & Tarrant Executives

Albin E. Carlson, president, Felt & Tarrant Mfg. Co., Chicago, announced the appointment of Leslie T. Carr as general sales manager of all Comptometer products. Carl R. Lomatch is now sales manager in charge of Comptometer calculating equipment and Leslie Langille is sales manager in charge of Comptometer dictation machines. Mr. Carr has spent more than 30 successful years in the office equipment field, most of them with Marchant Calculators, Inc. He served as Marchant's national sales manager from 1947 to 1953. Since joining Felt & Tarrant Mfg. Co. he has been a distributor and a divisional sales manager for the Comptometer dictation division with headquarters at Oakland, Calif. Mr. Lomatch has been a member of the Comptometer sales organization for the past 22 years and their Milwaukee district sales manager since 1949.

Carl R. Lomatch, Leslie T. Carr, Leslie Langille

TYPE CLEANING MADE EASIER

Typists and business machine operators want *Norta Plastic Type Cleaner —It's easy to use—no mess —no liquids to spill.

CLEANS
• Typewriters
• Billing Machines
• Adding Machines
• Addressing Plates
• Marking Devices, etc

*NORTA THE ORIGINAL PLASTIC TYPE CLEANER

Free sample sent upon request write to

NORTA DISTRIBUTING COMPANY
1165 Broadway, New York 1, N. Y.
For More Information Circle No. 352

Nippo

On the U.S. market Nippo Check Writer

It is a machine that will absolutely prevent the mutilation, alteration or forging of the figures in checks and other valuable securities. (D Type)

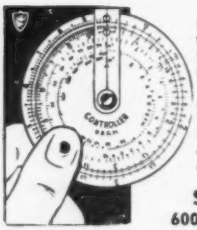
Nippō Machine Industry Co., Ltd.
Tenjin-cho, Nishi-ku, Yokohama, Japan
For More Information Circle No. 353

3 PHONE PROBLEMS SOLVED—

1. *Safeguarding privacy.*
2. *Quieting the office.*
3. *Better hearing—noisy places.*

HUSH-A-PHONE
Model for all types of phones and dictating machines.
Write for Literature
HUSH-A-PHONE
65 Madison Ave.
Room 710
New York 16
For More Information Circle No. 354

SENSATIONAL! NEW!
"CONTROLLER" POCKETSIZE CALCULATOR!

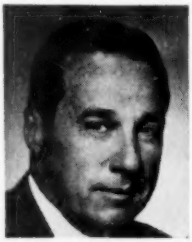


Performs any calculation you desire instantly. No training required. Indestructible, all aluminum. 1 oz. with case; 3" diameter. Used by hundreds of U.S. companies. Complete instrument instructions incl. —$7.95 ppd. Check or MO —No COD.

SILVER BELLS LTD.
600-16 St., Oakland, Calif.
For More Information Circle No. 365

Mr. Langille served 16 years with Pitney-Bowes, Inc., as a salesman and branch manager. For four years he was district sales manager for Marchant Calculators, Inc., at Kansas City. In 1953 he joined Valley Industries, later purchased by Felt & Tarrant. He has been in charge of dictation machine sales since that time.

IBM Executives



H. W. Miller Jr.

The board of directors of International Business Machines Corp. announced the election of Mrs. Thomas J. Watson Sr. as a director. Louis H. LaMotte and Albert L. Williams were elected members of the executive and finance committee. H. Wisner Miller Jr., general manager of the IBM Electric Typewriter Div., was named a vice president. He became sales manager of the division in 1947. In 1955, in recognition of the tremendous growth of the division, it was reorganized as a "completely autonomous operation with administrative structure separate from the other divisions of the company." Mr. Miller, who joined IBM in 1937 as a salesman, was named general manager.

IBM-Sperry Rand Settlement

International Business Machines Corp. and Sperry Rand Corp. entered into a non-exclusive licensing agreement to exchange licenses to manufacture punched card accounting and electronic data processing machines under their respective patents and patent applications in existence as of Oct. 1. Based on IBM's greater production of these machines, IBM will pay to Sperry Rand a fixed annual royalty of $1,250,000 for eight years as a credit against production royalties, after which time no further royalty payments will be due. The two companies also

Stationers Loose Leaf Co. has moved its plant and offices to this building at 224 East Chicago St., Milwaukee. Its four floors are devoted to a machine shop, offices, printing operations, and bindery. All manufacturing operations in the production of Faultless loose leaf equipment are conducted on modern machines in the firm's new building.

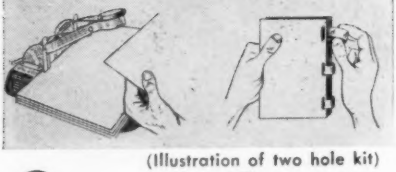
agreed upon a procedure for settling patent interferences now pending in the U. S. Patent Office and arranged to exchange technical information on punched card accounting and electronic data processing machines announced or released to production prior to Oct. 1. Sperry Rand withdrew its anti-trust complaint and IBM withdrew its patent infringement counterclaim.

Stationers Loose Leaf Moves

Adolph G. Lotter, president, Stationers Loose Leaf Co., announced the firm's removal to 224-246 E. Chicago St., Milwaukee. The 55-year-old manufacturer of the Faultless line of loose leaf equipment purchased a four-story building for its new manufacturing plant and air-conditioned offices. The move was made with

For More Information Circle No. 335

Right At Your Finger Tips
A Plastic Binding Kit
For Scrapbooks and Albums



(Illustration of two hole kit)

$11.90

Exciting new do-it-yourself binding kit, simple enough for a child to operate Just insert the pages and punch, then pick a colorful binding tube from the spin dial base, snap into place and in seconds you have a real professional-looking colorful volume.

Other models available—
write for free booklet to department OF-10

TAUBER PLASTICS INC.
200 Hudson St., N. Y. 13, N. Y. Call WOrth 4-5621

For More Information Circle No. 350

SORT-O-FILE
SAVES 20% TO 60% TIME
30 Models. Systems Sorting Service

THOUSANDS IN USE

For fast hand-sorting of cards, checks, letters, invoices, orders, business forms or public documents. We make all types from tiny desk models to shuttle-carriage machines. Write for illustrated circulars.
Representatives everywhere.

Associated Industrial Designers
P.O. Box 39652, Los Angeles 39, California
Plant: 1248 East Sixth Street
Warehouse: New York, Chicago

For More Information Circle No. 351

a minimum of disruption in delivery schedules and without an accident despite the amount of machinery involved.

Burroughs Sales Realignment

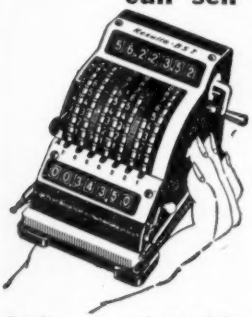
Promotion of two veteran sales executives and realignment of the U. S. and Canada marketing activity was announced by Ray R. Eppert, executive vice president of Burroughs Corp. Noel L. Mudd, who has been general sales manager, was appointed to the newly created post of director of marketing, with line responsibility for distribution in the business machines division. Mr. Mudd has been with Burroughs since 1923 and has served in every sales capacity. Ken T. Bement, assistant general sales manager, has been named general sales manager. Mr. Bement has been with Burroughs since 1936. Staff and line responsibilities have been separated in the realignment, Mr. Eppert said. Willis E. Morgan, vice president-marketing, has been serving in the dual role of directing distribution of business machines and coordinating marketing activities of all line divisions and subsidiaries of the company. Mr. Morgan will devote full time to overall corporate marketing problems.

Underwood Appointments

Frank E. Beane was appointed vice president and controller of Underwood Corp. at a meeting of the board of directors, according to Fred M. Farwell, president. Mr. Béane, who has been serving as consultant to Bache & Co., was formerly assistant to the president of the General Chemical Div. of Allied Chemical & Dye Corp. He also served as president of the Equitable Bearing Co. and as a partner in Fenner & Beane. During World War II he was associated with the OPA.

Oliver H. Fulton Jr., formerly assistant to the president, has been promoted to director of product planning for Underwood Corp., according to W. G. Zaenglein, executive vice president. Edson I. Small,

Every DEALER & STATIONER can sell the



RESULTA

world's smallest adding machine

ONLY $49.95

Resulta answers the need for a good, inexpensive, portable adding machine. Despite its low cost, it is a precision-made machine which adds, subtracts, multiplies and even gives credit balances. It can do more than most of your customers will ever need. And remember this — ONE YEAR EXCHANGE GUARANTEE with no servicing ever required. SELL this miracle of fine German craftsmanship by joining our fast growing dealer organization. Write for full particulars:

RESULTA ADDING MACHINE CO.
110 Glen Head Road, Glen Head, L. I., N. Y.
(Factory warehouse with ample supply of machines always on hand.)

For More Information Circle No. 180

INTERNATIONAL IS THE DEALER'S CHOICE!

SELECT ROUGH AND REBUILT

OFFICE MACHINES

- CALCULATORS
- COMPTOMETERS
- ADDING
- ADDRESSING
- BOOKKEEPING MACHINES

WRITE FOR SPECIAL PRICE LIST

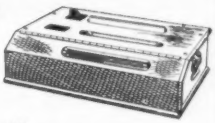
Cable address **ADDBOOKAL**

INTERNATIONAL OFFICE APPLIANCES, Inc.
326 Broadway, New York 7, N. Y.
HAnover 2-6700

For More Information Circle No. 183

—PHOTO COPIES—

automatically in seconds!



NEW PORTABLE EXACT-FAX by Genco

Our FIRST unit that offers all these advantages:

- ✓BRITE-LITE OPERATION works in any office light, either fluorescent or incandescent.
- ✓DURABLE STAINLESS STEEL CONSTRUCTION
- ✓MAKES MULTIPLE COPIES ONLY 4c each
- ✓COPIES 1 or 2-SIDED ORIGINALS
- ✓REPRODUCES FROM ALL COLORS

- No other equipment needed
- Unit weighs only 30 lbs.
- Copies are 9½" x any length.
- Larger units available
- FAST! 60 to 90 copies per hour
- No washing, fixing, drying

MADE IN U.S.A.
LIFETIME SERVICE GUARANTEE

Complete Units Start at $145.

See us at Nat'l Business Show Booth No. 229-C

General Photo Products Co., Inc.
General Photo Bldg., Chatham, N. J.

For More Information Circle No. 181

THE BEST

Every Office needs them
Alert Dealers SELL them

SPEEDRITE
Checkwriter

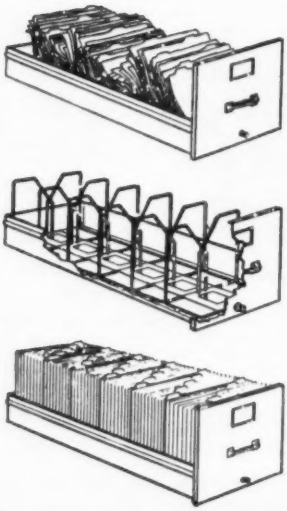
Error-No Copyholder

Chexsigno Check Signer

Hall-Welter
COMPANY, INC. · ROCHESTER 20, N.Y.
40 MT. HOPE AVENUE

For More Information Circle No. 182

100% FILING EFFICIENCY WITH DIV-I-DEX UNITS



GAIN FILE SPACE
AND SAVE FLOOR SPACE

Add One More Drawer To Every Four

A DIV-I-DEX installation eliminates the space consuming follow blocks and divides a file drawer into six flexible compartments. Folders cannot slump — index tabs remain plainly visible, saving time, space and money. At your stationers or write for literature.

CEL-U-DEX CORP. 1 Main St., Brooklyn 1, N. Y.

For More Information Circle No. 209

INDISPUTABLE TIME RECORDS!

Lathem

TIME RECORDERS

Keep indisputable evidence of Wage-Hour Law compliance with the Lathem Time Recorder.

Hand-engraved bronze type wheels assure clean, accurate records.

LATHEM TIME RECORDER CO.
90 Third St., N.W., Atlanta, Georgia
Gentlemen:
Please send me full information on the Lathem Time Recorder. I understand there is no obligation on my part.
Name_____
Address_____
City_____ State_____

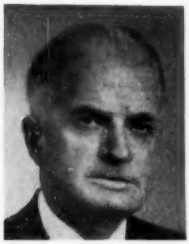
For More Information Circle No. 210

formerly with Monroe Calculating Machine Co., has been appointed manager of market research.

Lithoplate and Harris Chemical

To expand and streamline service to more than 300 lithographic chemical and supply dealer outlets, all sales operations and personnel of the Harris Chemical Div., Harris-Seybold Co., have been integrated with the nationwide organization of Lithoplate, Inc., a wholly owned subsidiary of Harris-Seybold. Announcement of the integration was made jointly by Elmer F. Deal, president of Lithoplate, and Joseph W. Powell Jr., vice president-finance of Harris-Seybold and board chairman of Lithoplate. Lithoplate is now sole distributor of all products of Harris Chemical Div., including the complete line of Harris deep etch and surface plate materials, lithographic pressroom chemicals and other supplies. Lithoplate manufactures Harris Alum-O-Lith presensitized offset plates.

Heads Banner Business Forms



J. W. Harlow

Banner Business Forms, Inc., 30 Church St., New York 7, announced the appointment of J. W. (Jack) Harlow as president. Mr. Harlow's experience covers 25 years as sales manager, district manager and manufacturer of carbon interleaved forms. His extensive background makes him eminently qualified to direct the organization.

For Facit in Phila. Area

Louis P. Merlano, northeast district manager of Facit, Inc., has moved to 37 Red Ridge Road, Levittown, Pa., and will concentrate his sales and service activities in the Philadelphia area. Mr. Merlano will continue to service all his

add A-U-T-O-M-A-T-I-O-N

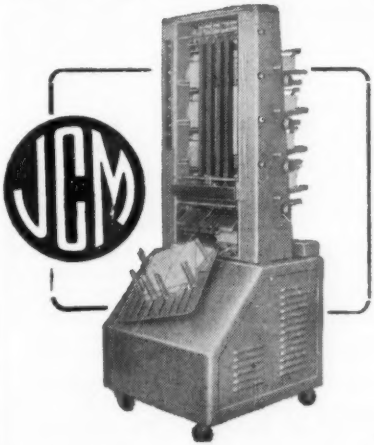
efficiency in your

COLLATING and GATHERING

with the

FULLY AUTOMATIC **JCM**

VERTICAL COLLATOR



Perfect for Fast, Accurate, Economical Collating and Gathering of:

BUSINESS FORMS, CATALOGS, BULLETINS, PRICE LISTS, HOUSE ORGANS, MANUALS, INSURANCE FORMS and every other collating job.

With the high-speed, fully automatic JCM VERTICAL, one operator working on a 4 part machine does the work of 6 to 10 girls working by hand. Handles 12-lb stock to 100-lb stock, in sizes up to 11" by 14". JCM Vertical Collators are made in multiples of 4 part units with automatic offset-pile delivery as standard equipment on all models.

WRITE FOR FULL INFORMATION TODAY!

J. CURRY MENDES
CORPORATION
1 CURRY LANE • CANTON, MASS.

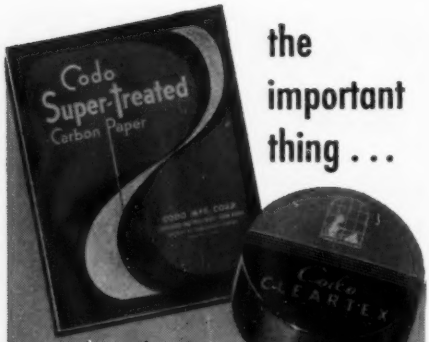
JCM

Western Offices:
500 S. Clinton St. • Chicago, Ill.

Eastern Offices:
22 E. 29th St. • New York, N. Y.

West Coast:
619 W. Washington St.
Los Angeles, Calif.

For More Information Circle No. 395



the important thing . . .

about Codo—

CARBON PAPERS and RIBBONS

is the positive improvement you'll find in your originals and copies . . . the cleaner, sharper, always more legible impressions these fine products produce for you.

Codo, you see, uses only the world's finest materials . . . employs only the most scientific methods . . . inspects the quality CONSTANTLY.

• *MOREOVER — with each box of Codo Super-Treated Carbon Paper you receive, at no extra cost, Codo's famous Carbon Gripper — a patented device assuring perfect carbon copies every time. Order a box TODAY!*

Codo—MFG. CORP.

Factory: CORAOPOLIS, PA.

401 Wood Street, Pittsburgh 22, Pa.

40 E. 40th St. New York 16, N. Y. **564 W. Monroe St. Chicago 6, Ill.**

For More Information Circle No. 325

former customers as well as develop closer contact with dealers in the entire Middle Atlantic area.

Ozalid Midwest Manager

Robert C. VanWinkle Jr. was appointed midwestern regional manager for the Ozalid Div., General Aniline & Film Corp., it was announced by L. P. Naylor, general sales manager for Ozalid. Mr. VanWinkle previously was a sales representative in Ozalid's Los Angeles Branch.

Stenafax Distributor in N.Y.C.

Times Facsimile Corp. has appointed Thomas Collators, Inc., as exclusive distributors of Stenafax machines and related recording supplies in New York City. This provides increased facilities for the coverage of this area as Thomas Collators, Inc., has established a new branch office for the sale of both their own and related office equipment. The Stenafax Div. of Times Facsimile Corp. will concentrate on the next phase of the development of a national and international market.

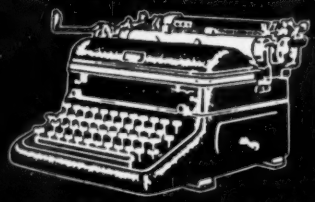
Now Cashere Corp.

International Cash Register & Parts Co. has changed its corporate name to Cashere Corp. Officers are Guy W. Edmonds, president; Whitney C. Norton, vice president; N. I. Edmunds, secretary; R. P. Jones, sales manager. The firm has grown steadily in the past 21 years and now employs over 30 people in the production and sales of over 3000 separate cash register replacement parts. They also make cash drawers and cash register bases. Their new line of Kitty Kashere Ribbons for adding cash registers and adding machines has appealed to both dealers and customers.

Monarch Metal Moves

Monarch Metal Products, Inc., formerly of Mount Vernon, N. Y., has moved its office and factory to its new and larger plant in New Windsor, N. Y.

TYPEWRITERS ALL MAKES



REGALRITE BRAND RIBBONS AND CARBONS

THE UTMOST IN QUALITY
THE LOWEST IN PRICES
Proven—Best by Test—Best for Less

REGAL TYPEWRITER COMPANY, INC.
200 HUDSON ST., NEW YORK 13, N. Y.

For More Information Circle No. 329

PLAIN OR PRINTED TO FIT YOUR SPECIAL NEEDS

Smith PROJECTING SIGNALS

Quality Save time and work by flagging vital information with easy-to-use Smith Signals on original records . . . Larger sizes enable you to apply signals to double top folders, pressboard items as well as cards or letter paper.

Size Smith Signals are sturdier, last longer. Made of hard tempered steel, the jaws have stronger grip.

Service Available in ¼" to 2" widths. Choice of 12 plain colors or printed alphabetically, by numbers, months or states. Special imprinting available.

See your office supply dealer or write

Charles C. Smith, Inc.
EXETER, NEBRASKA

For more than 50 years, a complete line of time-saving signals and indexes

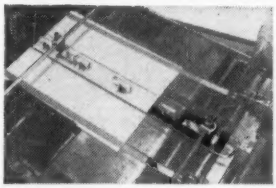
For More Information Circle No. 330

NOW FOR ALL Multiliths

VISI-GUIDE

MASTER FEED CONTROL

Boosts Output, Cuts Spoilage
Easier Feeding ALL Stocks!



FREE!

Slash masking and setup time! Try 5 Base Line Masking Sheets free! For 1250, 1300, 2066-SD, LD! Write now, mention press!

NOW run envelopes, or small, thin, slick, or curling stock *easily*—to hairline register! VISI-GUIDE's five free-rolling steel balls give *positive, continuous* control, prevent "bounce" or rebound! For Nos. 1200, 1250 only $19.95; No. 1300 $24.50; No. 2066 (2) $59.00, *postpaid* with check. 10-day money back guarantee! Write today!

Dealers: Write for full information!

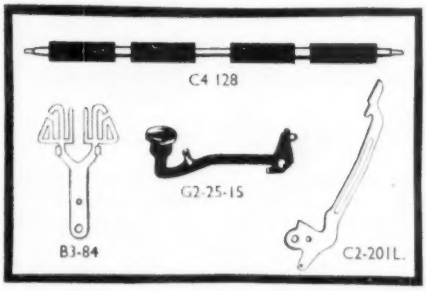
LITHO ENGINEERING & RESEARCH
3241 Eastlake Dept. OM Seattle 2, Wash.

For More Information Circle No. 331

To let you know

TYPEWRITER-SUNDRIES CO. LTD.

supply precision BRITISH made Parts and Tools direct to you at LOWEST PRICES



PROMPT AND EFFICIENT SERVICE GUARANTEED

Send for our illustrated Catalogue POST FREE

TYPEWRITER SUNDRIES CO. LTD.
Head Office: 30 NEW BRIDGE STREET, LONDON, E.C.4

For More Information Circle No. 328

Acres and Acres of Ideas

at the largest management show ever held anywhere

NEVER BEFORE • so much space
• so many exhibits • so great an audience
• so many new ideas • so much interest

MANAGEMENT comes to see, to test, to compare all that is new and proven in every thing used to construct, maintain and operate the modern office.

NATIONAL BUSINESS SHOW
New York Coliseum—Columbus Circle, New York
October 15 thru 19, 1956 1-10 PM DAILY
RUDOLPH LANG, *Managing Director*
33 West 42nd Street, New York 36, N. Y. • PEnnsylvania 6-6760

For More Information Circle No. 373

Save Those Beautiful Eyes

RITE-LINE COPYHOLDER

• SAVES EYESTRAIN • TAKES COPY UP TO 20"
• PROMOTES ACCURACY • HOLDS NOTEBOOK
• INCREASES PRODUCTION • FITS IN DESK DRAWER
• LINE MAGNIFIER EXTRA

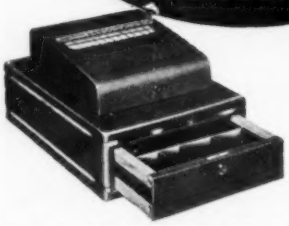
Send for FREE Booklet describing RITE-LINE COPYHOLDER

RITE-LINE CORPORATION
4209 39th St., N. W., Washington 16, D. C.

For More Information Circle No. 374

Proven Profitable by Dealers

INDIANA *Autographic* CASH REGISTER



Ruled paper roll, on which entries are recorded, spaces automatically upon pulling the hand lever — Cash Drawer opens and warning bell rings.

Hundreds of Dealers have found the Indiana Autographic Cash Register profitable to display and demonstrate. Ideal for all types of business doing over-the-counter sales. Sales or payments on account recorded quickly and accurately. Sales figures can be kept by commodities or departments and are classified at time of entry. All records and figures available at end of day for checking. 6 popular models.

Dealers—write for details.

INDIANA CASH DRAWER CO.
Shelbyville, Ind.

For More Information Circle No. 375

SPECIAL OFFER!

Two Leading German Office Equipment Journals, at reduced combination rate!

"BUEROMARKT" (Office Market) general guide, semi monthly, printed in GERMAN **$6.30**
"DAS RATIONELLE BUERO" (The Rational Office) monthly, printed in German.....**$9.50**

combined only $13.00

These vital Trade Journals keep you up-to-date with the German—European Office Appliance market. In regard to subscriptions or advertising rates contact our American Representatives:

ATLANTIC PROMOTION AGENCY, Inc.
136 Liberty St. • New York 6, N. Y.
Tel: BArclay 7-9550

VERLAG PETER BASTEN, Aachen, Germany

For More Information Circle No. 376

Todd Appointments

Leonard T. Thomasma

Appointments of Leonard T. Thomasma as vice president-marketing and Richard C. Browne as general sales manager of Todd Co., were announced by George L. Todd, president. Todd is a subsidiary of Burroughs Corp. Thomasma, who has been vice president and general sales manager, will have broadened responsibilities covering all marketing activities of Todd and its newly-acquired Charles R. Hadley Div. Mr. Browne, who has been eastern divisional sales manager, will have charge of all domestic sales activities. Robert W. Geoghegan, recently named general sales manager of Todd Co. of Canada, Ltd., will head Canadian sales and export sales.

Appointment of Walter A. Bebenek to the sales department of Todd Co., as coordinator, bank automation, was announced by Leonard T. Thomasma. Mr. Bebenek is a veteran sales executive with Burroughs Corp. He will direct a fast-expanding area of Todd sales activities growing out of Todd-Burroughs collaboration, in electronic check-sorting for banks.

GBC Gets Interest in Slide-Ring

In a joint announcement by Wilson Jones Co. and General Binding Corp., they explained their operation of Plastic Loose Leaf, Inc., producers of Slide-Ring loose leaf plastic binding. General Binding acquired a substantial interest in Plastic Loose Leaf to make available to its customers the binding that combines the light weight and low cost of plastic with the flexibility of loose leaf. General Binding will concentrate its distribution through direct factory-owned branches. Wilson Jones, who pioneered and introduced Slide-Ring, will adhere to its policy

READ-A-FILE KEEPS YOUR STENCILS AND OFFSET PLATES ALWAYS AT SEE LEVEL

The Read-A-File Cabinet is a protective file that keeps stencils and plates wrinkle-free. It permits full-length inspection and quick access to any one of up to 400 stencils or 200 plates. The hanger unit, with 50 clips, rides on ball bearings. Each clip is on its own rod and can be removed without disturbing the others. It's new and different.

DEALER INQUIRIES INVITED.

METAL SPECIALTIES, Incorporated
3547 Massachusetts Ave., Indianapolis 18, Ind.

For More Information Circle No. 336

Southern Folder & Index Co.
P. O. Box 1232, El Dorado, Ark.

manufacturing *standard* and *special* filing requirements

FORM FOLDERS — Printed Your Copy
"In Stock" — Attorney Folders — Report Covers
Funeral Folders — Ledger Folders

Samples Furnished *Inquiries Answered Promptly*

For More Information Circle No. 337

ADVERTISE TO 75 DIFFERENT MARKETS

for office equipment and supplies

Afghanistan
Alaska
Algiers
Arabia
Australia
Austria
Belgian Congo
Belgium
British East Africa
British Guiana
British Honduras
Burma
Canada
Ceylon
Cyprus
Denmark
Egypt
Ethiopia
Finland
Formosa
France
French Africa
French Guiana
Germany
Gibraltar
Great Britain & Northern Ireland
Greece
Haiti
Hawaii
Hong Kong
Iceland
India
Indonesia
Iran
Iraq
Ireland
Israel
Italy
Japan
Kenya
Lebanon
Liberia
Libya
Luxembourg
Madagascar
Madeira Island
Malaysia
Malta
Morocco
Nepal
Netherlands
Netherland West Indies
New Zealand
North Rhodesia
Norway
Pakistan
Philippines
Portuguese Africa
Puerto Rico
Siam
South Sea Islands
Southern Rhodesia
Sudan
Surinam
Sweden
Switzerland
Syria
Tanganyika
Tunisia
Turkey
Union of South Africa
Viet Nam
West Indies
Yugoslavia

During 1955 calculating machines valued at $718,989 (FOB plant) were exported to West Germany from the USA. $43,293 of metal office furniture went to Saudi Arabia and 111,237 lbs. of carbon paper left for the Philippines. West Germany, Saudi Arabia and the Philippines are but three of the 75 countries and regions listed at left where every autumn OFFICE EQUIPMENT EXPORTER is enthusiastically received and acted upon by all office equipment importers, dealers and specialists. These countries buy both high and low priced items. Write today for advertising rates.

Office PUBLICATIONS
232 Madison Ave., New York 16

For More Information Circle No. 434

of selling through the trade. It will push the sale of Slide-Ring on finished loose leaf books and binders, and as loose leaf binding components to commercial binderies.

Cummins Western Manager

E. William Morton was appointed western regional manager for Cummins-Chicago Corp., it was announced by John Jones, executive vice president. Mr. Morton will supervise field sales and service activities in the western two-thirds of the country. He recently resigned as general manager of the American Perforator Co. after more than 30 years' service. During this time he served successively as correspondent, office manager, assistant sales manager and vice president-sales before being made general manager.

Rex-O-Graph General Manager

William Lane, president, General Binding Corp., announced the appointment of Dave Montguire as vice president and general manager of Rex-O-Graph, Inc., a wholly owned subsidiary of GBC.

Evans Sales Manager

L. W. Evans, president, Evans Specialty Co., announced the appointment of William I. Meyers 3rd, as national sales manager. Mr. Meyers brings 17 years of national sales experience to his new position where he will direct the sales of Evans products through the present organization of distributors, jobbers and agents throughout the U. S. and Canada.

Friden Sales Promotion Manager

Appointment of Norman S. Jones as sales promotion manager for Friden Calculating Machine Co. was announced by L. B. Taylor, vice president and general sales manager. A former Eastbay newsman, Mr. Jones has been in charge of Friden publicity and publications for the last ten years. He is now in charge of the company's sales education depart-

For More Information Circle No. 346

BUSINESS FORMS
CARBON — INTERLEAVED PULLOUTS — SINGLE SET
OFFSET & LETTERPRESS
FINE QUALITY — LOW PRICES — FAST DELIVERY
•
Among Nation's Most Progressive Printing Plants
(Expanding Steadily Since 1938)
•
ORDER DIRECT — BUY WHOLESALE — NOT RETAIL
EXCLUSIVE DEALER AREAS ALSO AVAILABLE
•
We Feature 30 Day Delivery — No Order Too Large
The Duplicate Forms Co.
STATION STREET MENTOR, OHIO
For More Information Circle No. 347

For Your Annual
TYPEWRITER ROLLER CHANGE

Insist on a
"Futuristic"
5-Star Platen
for
Best Results
Manufactured and Distributed to
Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer
For More Information Circle No. 348

WORLD'S STRONGEST
Justrite
RUBBER BANDS
ASK YOUR STATIONER
For More Information Circle No. 349

ment, publications, arrangements for major business show participation and other facets of the sales promotion program and will continue as chairman of arrangements for the annual Friden sales convention. Gilbert T. Dean, who was assistant editor of Friden publications, became editor and also handles local publicity.

Recordak Promotes Phillips

Van B. Phillips, formerly mid-west regional manager of Recordak Corp., was appointed assistant general sales manager, it was announced by John K. Boeing, president and general sales manager.

3M International Division

Promotion of Roy W. Keeley to vice president and general sales manager of Minnesota Mining & Mfg. Co.'s International Division was announced by M. H. Patterson, vice president and general manager of 3M International. Mr. Keeley will direct the 3M force blanketing the free world. He succeeds Keneth J. Shea, recently appointed vice president and general manager of 3M's Canadian subsidiary.

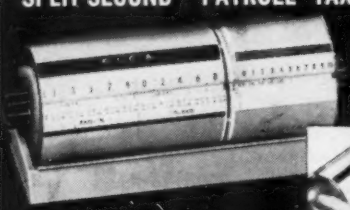
Thermo-Fax Sales Supervisors

Promotion of Robert W. Keith and Arthur D. Putnam to sales supervisors in the duplicating products division was announced by Minnesota Mining & Mfg. Co. Mr. Keith joined 3M in 1951 and will supervise selling in the areas covered by 3M's Cleveland, Detroit and Cincinnati branch offices from headquarters in Cincinnati. Mr. Putnam was employed by 3M in 1949 and will supervise sales in the east coast area from headquarters in Buffalo, N. Y.

Rudner Opens in Los Angeles

Sam Rudner, president, Addressalith Corp., announced the opening of a sales office, rebuilding shop and warehouse at 1264 West 2nd St., Los Angeles. Mr. Rudner has been associated with the office

"SPLIT-SECOND" PAYROLL TAX COMPUTER



PAYS FOR ITSELF IN 30 DAYS

THE Ayres CALCULER-D

One of the greatest time savers offered payroll clerks, auditors and bookkeepers since F.I.C.A. and Withholding Tax went into effect. Used by concerns employing from 20 to 20,000.

NEVER OBSOLETE

Interchangeable drums permit changing charts for tax revisions.

SOLD ON 30 DAY TRIAL GUARANTEE

FOR ANY PAYROLL SCHEDULE

DAILY • WEEKLY • BI-WEEKLY • MONTHLY • SEMI-MONTHLY

Uses government approved calculations

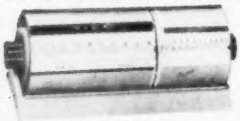
See your local stationer or write direct to

AYRES CORPORATION, BOX 1081, WILMINGTON, CALIF.

THE SLOW WAY

Why toil with dog-eared charts and reams of figures, when payrolls can be so simple . . .

THE AYRES WAY



A twist of the fingers . . . and complete F. I. C. A. and Withholding Tax deductions appear on a single line . . . Saves 50% time.

"Tested through use by leading concerns."

For More Information Circle No. 333

machine business for over 30 years and brings to the trade the benefit of his long experience. He was the founder and operator for 18 years of National Typewriter Exchange in Montreal, Canada. Prior to his coming to Los Angeles he owned and operated American Office Equipment Co. in Seattle. Addressalith Corp. will specialize in the sale and rebuilding of all types of mailing and addressing equipment, and supplies for them.

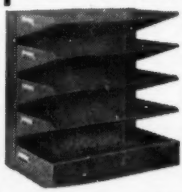
Lane Is Bank Trustee

Charles J. Lane, president, Chas. J. Lane Corp., business furnishings and equipment, was elected a trustee of Dollar Savings Bank of the City of New York, it was announced by Robert M. Catharine, the bank's president. Mr. Lane has spent over 35 years in the office equipment field. Sales manager of Security Steel Equipment Corp. until he started an independent business in 1936, he invented the Visi-Shelf filing system and is actively connected with Visi-Shelf File, Inc.

Industrial Progress Exhibit

Ditto, Inc., will represent the duplicating industry in a two-year touring exhibition of Industrial Progress U. S. A. An estimated two million people are expected to see the exhibit which is sponsored by the Henry Ford Museum and Greenfield Village.

Clear Your Desk For Action With This



CURMANCO LETTER SORTER

Saves time . . . invites action. Clears your desk. Handles, sorts, classifies, distributes work. Electrically welded in one piece. Olive Green, Brown, Gray.

Letter Size . . . . $7.50 Legal Size $9.50

F. O. B. Factory. Two or more prepaid.

CURRIER MFG. CO., St. Paul 8, Minnesota

For More Information Circle No. 326

KEEP IT Confidential!

DESTROY OLD FILES, VITAL RECORDS, CONFIDENTIAL PAPERS

FAST • SAFE PORTABLE!

Add filing space by destroying cancelled checks, ledger sheets, time cards, W2's, pay vouchers, and obsolete papers—in your own office! The new "SILVER EXECUTIVE AUTOMATIC" Paper Shredder is the only automatic feed machine . . . shreds papers into unreadable 1/4" strips, in just a few seconds! The machine is an attractive, typewriter-size, portable desk model, with full 1/2 HP motor. Completely safe, and easy to operate. Many other sizes available, too.

Ten-Day Trial on any shredder. Write today for literature.

INDUSTRIAL SHREDDER And Cutter Company

103 MILL ST. • SALEM, OHIO

For More Information Circle No. 327

MOISTIX

MOISTENER

Clean • Quick • Easy

for moistening envelopes, stamps, labels

Available in new decorator colors.

at your local stationer or office supply dealer

BERNAY PRODUCTS COMPANY
412 S. Wells St., Chicago 7, Ill. WAbash 2-2636

For More Information Circle No. 212

YOU BE THE
JUDGE!

get your **FREE SAMPLE OF THE ORIGINAL**

SCATA-GRIME

WATERLESS HAND CLEANER

Give it a trial! See SCATA-GRIME instantly remove in less than 30 seconds all offset and printing inks, carbon, grease, glue etc. For all-round office and print shop use. Leaves hands smooth—no chapping.

CALL CAnal 6-4111 for all
MULTILITH & DAVIDSON SUPPLIES

GET YOUR FREE SCATA-GRIME.

Phone or Write today to:

SCATA-GRIME MFG. CORP.
MAMARONECK, N. Y.

For More Information Circle No. 188

AN ADDING MACHINE

FOR ONLY **$14.95**

The RELIABLE Addometer adds, subtracts, multiplies—does BIG work at LOW COST!

Here's a bantam-weight, portable adding machine that handles figure work as speedily and efficiently as many big, expensive machines. Ideal for business record keeping, inventory work, payroll figuring, billing, checking receipts, etc.

OUTSTANDING ADVANTAGES

Adds, subtracts, multiplies by *direct* action • Easy, speedy operation; instant dial clearance • 8-column capacity; totals always visible • Guaranteed satisfaction or money back.

See your office appliance dealer, stationer, or write—

Reliable Typewriter & Adding Machine Co.
301 W. Monroe Street • Chicago 6, Illinois

For More Information Circle No. 189

PAYCHECK "OUTLOOK" ENVELOPES

Eliminate Time and Expense of Addressing, also Chances of Error.

Paycheck "Outlook" Envelopes are absolutely opaque, essential when wages are paid by check. Nothing shows but the employee's name. This improves personnel relations.

Send for Samples and Prices Today

OUTLOOK ENVELOPE CO., *Est. 1902*
Originators of "Outlook" Envelopes
1001 W. Washington Blvd., Chicago 7, Illinois

For More Information Circle No. 187

National Conference & Exhibit Calendar

Midwest Filing Conference, Edgewater Beach Hotel, Chicago, Oct. 5.

National Institute of Governmental Purchasing, Conrad Hilton Hotel, Chicago, Oct. 14-17.

Office Management Div., American Management Assn., Astor Hotel, New York. Oct. 15-17.

National Business Show, Coliseum, New York, Oct. 15-19.

Institute of Management Sciences, Statler Hotel, Los Angeles, Oct. 18-19.

Systems & Procedures Assn. of America, Bellevue-Stratford Hotel, Philadelphia, Oct. 22-24.

Society for Advancement of Management, Statler Hotel, New York, Oct. 25-26.

National Business Forms Associates, Westchester Country Club, Rye., N. Y., Oct. 28-31.

Industrial Management Society, Sherman Hotel, Chicago, Oct. 31-Nov. 2.

International Automation Exposition, Trade Show Building, New York, Nov. 26-30.

Eastern Joint Computer Conference, New Yorker Hotel, New York, Dec. 10-12.

National Business Teachers Assn., Palmer House, Chicago, Dec. 27-29.

Western Joint Computer Conference, Statler Hotel, Los Angeles, Feb. 26-28.

Office Management Assn. of Chicago, Conrad Hilton Hotel, March 11-14.

National Office Furniture Assn., Jung Hotel, New Orleans, March 28-31.

U. S. World Trade Fair, Coliseum, New York, April 14-17.

National Office Management Assn., Los Angeles, May 13-16.

American Institute of Industrial Engineers, Statler Hotel, New York, May 16-18.

National Office Machine Dealers Assn., William Penn Hotel, Pittsburgh, June 23-26.

NOW

A NEW VOLUME FILE FOR YOUR COPIES OF *THE OFFICE*

This new durable and attractive file in rich maroon and gray with 16-carat gold lettering, looks and feels like leather and is washable. No irritating wires to handle. Any copy may be removed. Each file holds one volume (six months) of THE OFFICE with the volume index in the last copy (June and December); two files hold an entire year's issues. Files are reusable and unconditionally guaranteed or your money back. Postpaid in U.S. 1 File (for six months' issues) $2.50, 2 Files (for a year's issues) $5.00, 3 Files for $7.00, 6 Files for $13.00.

Jesse Jones Box Corporation, P. O. Box 5120, Philadelphia 41, Penna.

Please send me, postpaid, ... files. I enclose ..... Bill Me ☐

Name ..... City .....

Address ..... State .....

·ADVERTISERS·

Acco Products, Inc. 64
Acme Visible Records, Inc. 201
Addo Machine Co. 184
Aetna Steel Products Corp. 123
Allen & Co. 246
Allen Business Machines Inc., R. C. 37
Alliance Rubber Co. 55
Allied Litho Supply Co. 192
Alma Office Machine Corp. 107
American Automatic Typewriter Co. 118
American Dictating Machine Co. 92
American Lithofold Corp. 180
American Numbering Machine Co. 192
American Pencil Co. 196
American Register Co. 228
American Stencil Mfg. Co. 179
Ames Supply Co. 267
Angelica Uniform Co. 108
Apsco Products, Inc. 218
Arnot-Jamestown Division 123
Associated Industrial Designers 258
Atlas Stencil Files Corp. 206
Ayres Corp. 268

Baltimore Business Forms Co. 40
Bankers Box Co. 141
Basten, Peter 264
Bates Mfg. Co. 61
Bernay Products Co. 270
Bircher Co. 70
Bohn Duplicator Corp. 169
Bonnar-Vawter, Inc. 20
Borroughs Mfg. Co. 34
Browne-Morse Co. 177
Bruning Co., Charles 215
Bud Type Cleaner Co. 232
Bunn Co., B. H. 209
Burroughs Corp. 85

Calculator Equipment Corp. 156
Can-Pro Corp. 267
Carteret Printing Co. 148, 235
Cashere Corp. 185
Catskill Craftsmen, Inc. 26
Cel-U-Dex Corp. 260
Chesley Industries, Inc. 148
Clar-O-Type Co. 202
Clary Corp. 136
Classic Calculators, Inc. 59
Codo Mfg. Corp. 262
Cole Steel Equipment Co. 158, 159
Collamatic Corp. 187
Columbia Ribbon & Carbon Mfg. Co. 36
Commercial Controls Corp. 42
Consolidated International Equipment & Supply Co. 3, 103, 243
Convoy, Inc. 237
Copease Corp. 229
Copy-Craft, Inc. 111
Cormac Industries, Inc. 157
Cotterman, I. D. 239
Cramer Posture Chair Co. 143
Cromwell Printery, Inc. 141
Cummington Corp. 95
Cummins-Chicago Corp. 60
Currier Mfg. Co. 269

Dankers, J. A. Heinrich 240
Dashew Business Machines, Inc. 219
Davidson Corp. 41
DeJur-Amsco Corp. 56, 57
DeLuxe Metal Furniture Co. ..... Facing 106, 107
Denominator Co. 44
Dewberry Engraving Co. 151
Dick Co., A. B. 120
Diehl, GmbH, Rechenmaschinenfabrik 257
Ditto, Inc. ..... Inner Back Cover
Dixon Crucible Co., Joseph 30
Duplicate Forms Co. 267
Dupli-Typer Co. 178
Du Prints, Inc. 115

Eastern Corp. 112
Eastman Kodak Co. 39
Elbe File & Binder Co. 226
English Numbering Machines, Ltd. 186
Eraser Co. 250
Esleeck Mfg. Co. 18
Eureka Specialty Printing Co. 236
E-Z Sort Systems, Ltd. 248

Faber-Castell Pencil Co., A. W. 208
Faber Pencil Co., Eberhard 6
Facit, Inc. 46, 117
Federal Telephone & Radio Co. 22
Ferris Business Equipment 226
Fisher Research Laboratory, Inc. 182
Force & Co., Wm. A. 33
Force Western, Inc. 240
Fordigraph (Export) Ltd. 223
Frumkin, Michael 222

Gates Acoustinet Co. 152
Gavrin Press, Inc., Arthur J. 213
General Binding Corp. 239
General Multi Forms Sales Co. 238
General Photo Products Co. 259
Gestetner Duplicator Corp. 197
Gilbert Paper Co. 195
Gingher Mfg. Co. 224
Gonco Mfg. Co. 233
Graphic Systems 185
Groveton Papers Co. 99

Hall-Welter Co. 259
Haloid Co. 66
Hammermill Paper Co. 89
Hano Co., Phillip 130
Hautau & Otto 220
Heat-Timer Corp. 249
Heyer Corp. 213
Hild Floor Machine Co. 23
H. J. J. Co. 250
Hunt Pen Co., C. Howard 200
Hush-A-Phone Corp. 256

Indiana Cash Drawer Co. 264
Industrial Shredder & Cutter Co. 269
Inserting & Mailing Machine Co. 135
Inter-Continental Trading Corp. 212
International Business Forms, Inc. 246
International Office Appliances, Inc. 259

Jardin Associates, Inc. 250
Jasin Mfg. Co. 249
Johnston Adding Machine Co. 63
Jones Box Corp., Jesse 271
Judelshon, Inc., Oscar I. 222
Justrite Rubber Bands 267

Kee Lox Mfg. Co. 65

Lagomarsino—FAI 146
Lansdale Products Corp. 226
Lassco Products, Inc. 216
Lathem Time Recorder Co. 260
Lee Products Co. 250
LeFebure Corp. 241
Letterex Corp. 204
Linen Supply Assn. of America 108
Litho Engineering & Research 263
Lithoplate, Inc. 19
Ludwig, Inc., F. G. 234

M & M Industries 182
Management Control Charts Co. 218
Manpower, Inc. 104
Marchant Calculators, Inc. 211
Maso Steel Products, Inc. 149
Mead Corp. 217
McBee Co. 154
Melind Co., Louis 267
Mendes Corp., J. Curry 261
Metal Products Engineering, Inc. 234
Metal Specialties, Inc. 265
Michael Lith, Inc. 191
Milwaukee Metal Furniture Co. 72
Mim-E-O Stencil Files Co. 230
Minnesota Mining & Mfg. Co. 24, 25, 91, 126, 127, 172, 173
Monroe Calculating Machine Co. 124
Moore Business Forms, Inc. 188, 189
Moore, Inc., P. O. 30
Morris Co., Bert M. 140

National Blank Book Co. 43
National Business Show 264
National Cash Register Co. 207
Neenah Paper Co. 181
Nettle Mfg. Co. 233
Nippo Machine Industry Co., Ltd. 256
Norta Distributing Co. 256
Nu-Arc Co. 150

Office Products, Inc. 176
Office Publications Co. 247, 266
Old Town Corp. 27
Olivetti Corp. of America 17, 100
Outlook Envelope Co. 270
Ozalid Div., General Aniline & Film Corp. 153

Palson Mfg. Co. 191
Parkway Pen Service 205
Parsons Paper Co. 29
Perfelope Mfg. Co. 214
Phillips Process Co. 144
Pioneer Toledo Corp. 234
Pitney-Bowes, Inc. 13, 175, 231

Plastic Binding Corp. 171
Plus Computing Machins, Inc. 69
Plymouth Rubber Co. 33
Port Huron Sulphite & Paper Co. 183
Precision Mfg. Co. 190
Print-O-Matic Co. 244

Rapid Roller Co. 254
Recht Co., Inc., William 236
Regal Typewriter Co. 263
Regna Cash Registers, Inc. 227
Reliable Typewriter & Adding Machine Co. 270
Remington Rand Division 45, 133
Resulta Adding Machine Co. 259
Rex-Rotary Distributing Corp. 21
Rite-Line Corp. 264
Roberts Rubber Co., Weldon 142
Robotyper Corp. 237
Rol-Dex Division 62
Roll-O-Graphic Corp. 147
Rose Ribbon & Carbon Mfg. Co. 58
Royal Typewriter Co. 138, 139

Sainberg & Co. 222
Saunders Mfg. Co. 213
Scata-Grime Mfg. Co. 270
Schlegel Mfg. Co. 240
Shaw-Walker Co. 87
Shredmaster Corp. 137
Silver Bells Ltd. 256
Smead Mfg. Co. 253
Smith-Corona, Inc. ..... Inner Front Cover
Smith, Inc., Charles C. 263
Southern Folder & Index Co. 265
Standard Duplicating Machines Corp. 31
Staplex Co. 225
Stolper Steel Products Corp. 194
Storms Co., H. M. 71
Stow & Davis Furniture Co. 28
Swift Business Machines Corp. 155

Tab Products Co. 129
Tauber Plastics, Inc. 258
Textile Cutting Corp. 238
Thomas Collators, Inc. 145
Tiffany Stand Co. 68
Times Facsimile Corp. 35
Traveletter Corp. 38
Typewriter Sundries Co., Ltd. 263

Underwood Corp. ..... Outer Back Cover
Utility Supply Co. 202

Varigraph Co. 230
Vari-Typer Corp. 203
Veeder-Root, Inc. 198
Victor Adding Machine Co. 221
Visi-Shelf File, Inc. 199
Vogel-Peterson Co. 210

Wassell Organization 151, 205
Watson Mfg. Co. 62
Watts Co., Alfred Allen 251
Wausau Paper Co. 32
Webster Co., F. S. 97
Wheelock Signals, Inc. 4
Whitin Business Equipment Corp. 234
Worden Co. 240
Work-Organizer Specialties Co. 193

York Safe & Lock 67

As We See It...

So much emphasis has been placed on computers and data processing today that the average office manager runs the risk of overlooking impressive developments in non-electronic office equipment. The trend toward automation must be studied and followed, but there are new products, both simple and complex, appearing constantly on the market which, while not possessing the glamour of computers, can effect significant paperwork and clerical economies. The really automatic computers are still confined to giant offices, even though smaller models are on the way.

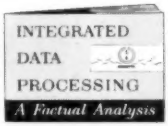
Some of the noteworthy non-computer developments recently introduced, or about to be introduced, which should interest office managers everywhere include: a direct litho machine with only one roller; a new stencil duplicating process that uses a creamy, stainless fluid in place of ink; a 2-spool typewriter ribbon that eliminates wrestling with the old spool; a gold ink for offset presses; a photocopying machine that will produce spirit masters as simply as positive copies; a simple single handle for double door storage cabinets, eliminating the unwieldy matching up often required by separate handles; magnetic and electrically conductive inks on forms to enable new bookkeeping machines to pick up previous balances automatically when new ledger cards are inserted and to actuate self-positioning carriages on typewriters.

These are just a few of the non-computer products coming on to the market. Last year, the U. S. Patent Office received a record 79,000 applications and non-electronic office equipment designs were strongly in evidence. Keep up-to-date on the progress of the great computers, but be alert to the other new contributions to office efficiency.

* * * * *

You might find it interesting to note a few office equipment and supplies statistics testifying to the march of paperwork. For example, there will be nearly 1 1/2 billion wood lead pencils sold in the U.S. this year, over 40 million fountain pens, and nearly a quarter-billion ballpoint pens. Only a short six or seven years ago, less than 10% of all standard typewriters were electric. Of the almost 700,000 standard typewriters which will be sold during 1956, nearly one-third, or over 200,000, will be electrics. More than 10,000 new offset duplicators will very likely come into office use before the year is ended. Finally, to erase all our mistakes we will use over 2 million pounds of erasers!

How can you put I. D. P. to work?



This free book gives you the answers

This book tells you what Integrated Data Processing is, how simply it can be applied to your business, how little it will cost you, how to start and where to start your program.

It tells you how DITTO gives you Integrated Data Processing in its simplest and most inexpensive form. Regardless of whether you are concerned with processing of data within a single department, between departments, or throughout the branches and plants of a nation-wide organization, this book is a guide to money saving and increased efficiency for you.

Below are representative examples of companies like your own which are already enjoying the benefits of DITTO Integrated Data Processing:

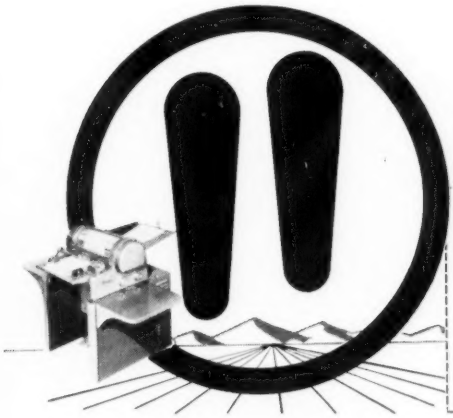
*How DITTO **I. D. P.** saves money:

ORDER-INVOICE
Rubber Goods manufacturer saves $27,000 a year

PRODUCTION
Hardware manufacturer saves $24,000 a year

PURCHASE-RECEIVING
Military Aircraft manufacturer saves $50,000 annually

PAYROLL
Construction Engineering company saves $30,000 annually



DITTO®

* Send for complete case histories telling how these savings are made.
Take the First Step to Automation in Your Office—MAIL COUPON TODAY

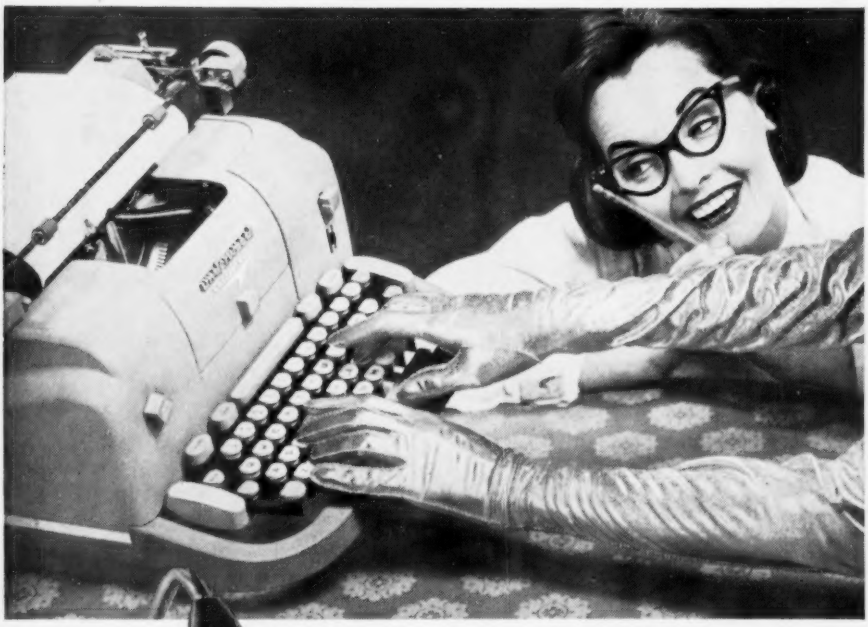
DITTO, Incorporated, 6876 N. McCormick Rd., Chicago 45, Ill.
DITTO, of Canada Ltd., Toronto, Ontario
DITTO, (Britain) Ltd., 126/128 New Kings Road, Fulham, London, S.W. 6 England

At no cost or obligation, please send us:
☐ Integrated Data Processing Brochure
☐ Case histories and information on how you can save us money, time and effort with DITTO I. D. P. for:
☐ Order-Billing ☐ Production ☐ Purchase-Receiving
☐ Payroll ☐ Inventory ☐ Other

Name, Position _____
Company _____
Address _____
City _____ County _____ State _____

For More Information Circle No. 287

Now... like wearing "Magic Gloves"... Golden Touch Typing!



Never before such Golden Ease, such speed, such print-perfect results!

Now, The Golden Age of Golden Touch! Suddenly (as if you'd put on "magic gloves"), your hands gain new precision with glorious typing ease. The new Underwood Golden Touch Electric sharpens your skill; saves your strength and time. And for "Him" — truly print-perfect letters, with carbon-after-carbon print-perfect, too.

P.S. Call your Underwood office today. See the Golden Touch Electrics in 5 smart new colors.

new... underwood *Golden Touch*

Keyboard Margin-Setting
... ends wasteful hand-travel!

Multi-Carbon Dial
... gets you set for up to 20 clear copies

Electric Ribbon Re-Wind
... ends messy ribbon-change!

Cushioned Power
... for wonderful new, day-long quiet!

Automatic Carriage-Return
... ends tiresome carriage-fling!

Personalized Type Styles
... for distinguished letters

underwood ...the only electric typewriter with Golden Touch

For More Information Circle No. 419